



CREATE WINNING EMPLOYER BRAND

For Knockout Recruitment



Maren Hogan

Red Branch Media CEO & Founder

15+ years as a seasoned marketer and community builder in the HR and Recruiting industry.

Grew up in rural area

Used to the idea of
farming and small
town life

Education

"Get back to the farm"



Personas

1. Who this person is
2. What they do all day
3. What issues keep them up at night

CASTING CALL



Picture your new hire as if they were in a movie.

FORENSIC EVIDENCE



Once you have created a sketch of your persona, go through LinkedIn profiles to what their colleagues do, read, how long they have been in a certain position and groups they're in.

WRITE THE SCRIPT

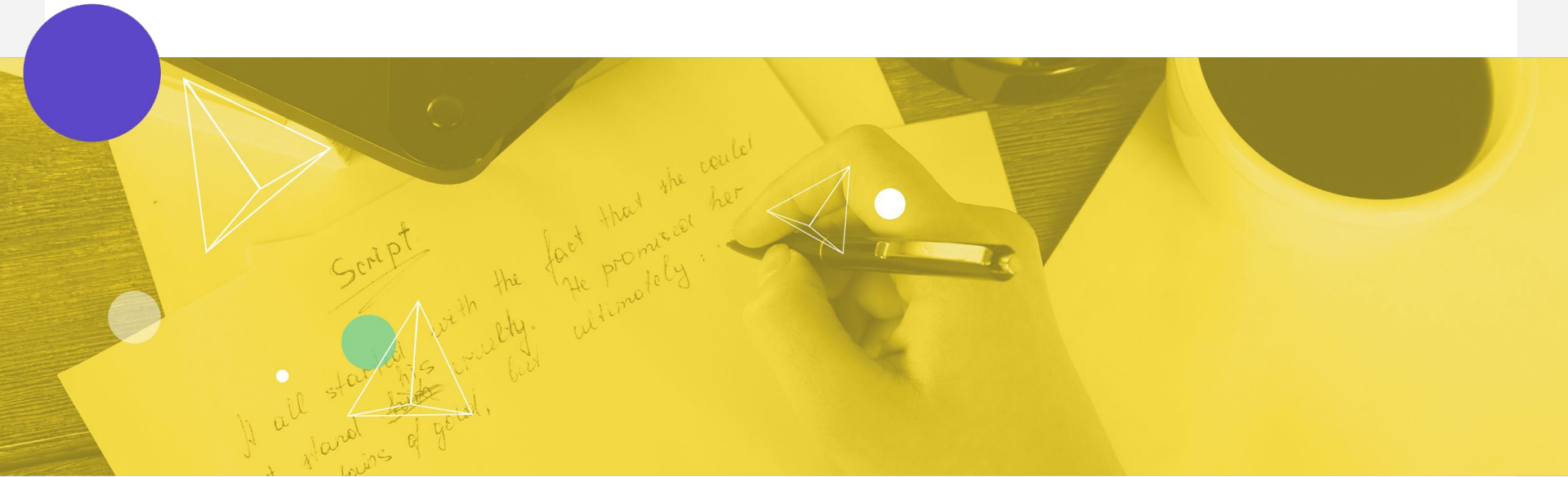
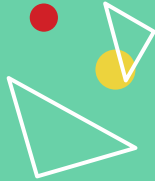


Figure out what makes them tick, use the info gleaned from people like them to gauge whether they listen to Spotify or Pandora, value work-life balance over money or are due for a move in the next 6 months.



STEP 1

Create Job Family Personas



Make the Candidate the Star of the Ad

- Age Range
- Education
- Skill Level
- Career Goals
- Personality Type Most Successful in the Role





- What motivates your candidate?
- What are they looking for in an employer?
- What are their hobbies and interests?
- What kind of work/life balance benefits them the best?
- What challenges stem from their upbringing?
- What are their long term professional and personal goals?
- What objections may they have to working in your industry or company?
- What life-stage are they currently in? What milestones have they met or what milestones do they expect in their future?

- Survey Monkey
- QZZR
- Facebook
- LinkedIn
- Professional Hubs
- Quora
- Reddit
- ...ASK!



A woman with short dark hair, wearing a striped shirt, is smiling and looking at a laptop screen. The image is overlaid with a semi-transparent red filter. In the top left corner, there is a blue circle and a white triangle. In the top center, there is a yellow circle and a white triangle. In the bottom center, there is a white circle, a yellow circle, and a white triangle. A yellow horizontal line is positioned below the text.

WHAT DOES ALL OF
THE INFORMATION
TELL YOU?



Candidate Persona Title

● Personal

- Lifestage
- Background/ Upbringing - Morals
- Background/ Upbringing - Challenges
- Work/Life Balance Needs
- Personal Goals

● Professional

- Workforce Expectations
- Workplace Expectations
- Professional Goals

**MAKE THE CANDIDATE
THE FOUNDATION OF
YOUR DECISION**

Grew up in rural area

Is getting his
business degree, but
doesn't know what to
do after school

Doesn't mind relocating

Has the desire to
make money fast



PROTEIN CO

BUSINESS MAJOR

Doesn't want
a desk job

Craves fast paced
environments

Used to working
in crisis situations

Adapts well to
working odd hours
and/or changing
work schedules



PROTEIN CO

EX-MILITARY/VETERAN PERSONA

Hardworking and
disciplined

A man wearing a white protective suit, a yellow hard hat, and a white hood covering his hair. He has his arms crossed and is smiling slightly. The background is plain white.

Knowledge of heavy
equipment and safety
skills for operating
heavy equipment

Desire to relocate
and move out of
rural area

Conservative values,
passionate about beliefs,
set in their ways

PROTEIN CO

RURAL PERSONA

Experience in a corporate or lab environment

Seeks structure and stability before other work rewards

Enjoys teamwork and is not individualistic in nature

Is attracted not by compensation as much as by benefits and family “feel”.



MIDWEST PHARMA

Education is very important to them and status drives them

Seeks status and is likely an introvert by nature

Highly focussed on a specific goal and wants to contribute to a larger body of work

Experienced working in other “innovation labs” in Boston



CAMBRIDGE PHARMA

Post-doctoral

Might want to
continue education
in the form of
conferences and
classes

Experienced career
scientist

Crave prestige as a
motivator and the
ability to have flexible
work hours



SAN DIEGO

PHARMA

45-55 to years old

Financial
administration and
oversight of funds
and reports to CFO

Well-versed in the B2B
environment, specifically
around finance

Oversees operations
related to the funds



FINANCE EXEC

BACKGROUND/JOB



Highly analytical

Manages time well

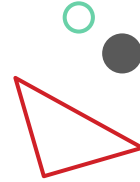
Evaluated on management skills and communication

Terrified of falling behind



FINANCE EXEC

TRAITS/STRESSORS



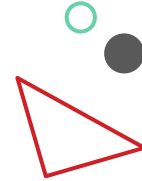
Strong sense of URGENCY

Her barrier: TRUST



FINANCE EXEC

TRAITS/STRESSORS



CANDIDATE PERSONA EXAMPLES

- Managers who have the desire to own their own business, but haven't followed through because of the risk or lack of resources would be targeted for an unstructured company a new business or even a structured corporate organization that needs to enter a new market or provide a new service or product.





PROVIDE RECRUITERS WITH **CANDIDATE** **PERSONAS**

An overhead, top-down view of a group of people sitting around a large wooden table. The image is overlaid with a semi-transparent green filter. Several individuals are visible, each engaged with a mobile device: some are using smartphones, while others are using tablets or laptops. The devices are held in their hands, and their screens are lit up. The wooden table has a natural grain pattern. In the upper right area, there are some white geometric shapes: a triangle and three circles, possibly representing a network or a design element.

LinkedIn... I KNOW!



If you want to attract female candidates, add professional women's organizations and schools to your keyword search like "American Business Women's Association." To find minority candidates you could add, "LGBT in higher ed," or, "Blacks in higher ed," and so on.

Build relationships with diverse candidates by joining diverse groups on LinkedIn. After a relationship is established, you can start to post relevant jobs to the groups that most closely match the target demographic.



RESEARCH FROM OUR MULTI-GENERATIONAL JOB SEARCH STUDY SHOWS

- 57% of Gen Y job seekers value meaningful work and job security.
- Gen Y job seekers value workplace flexibility (30%) and higher salary (41%) more than Gen X and Baby Boomers.
- Almost half (48%) of Gen Y has considered going back to school instead of continuing their job search.
- 31% of Gen Y job seekers have considered starting their own business instead of continuing their job search.



THE JOB ADVERTISEMENT SHOULD ADVERTISE

- Current or optional flex scheduling
- Competitive compensation ranges and mention any pay-for-performance programs, employee referral programs, or any other monetary reward programs your company offers
- Opportunities for managing individual or team projects to appeal to their entrepreneurial side
- Any internal learning and development programs or college tuition reimbursement benefits
- Any part of the company's mission that speaks to Gen Y's value of producing meaningful work





ALIGN YOUR BUYER PERSONAS **WITH THE SALES STAGES**





Numero
Uno? They all run on
content.



CONTENT INCLUDES

- Resource List
- Ratings
- Hidden Thought
- Research
- Focused
- Series
- Product
- Spotlight
- Mini Case Study
- Industry Spotlight
- Now and Then
- Shopping List
- Opinion
- Reasons
- Infographic
- Podcast Post
- Video Post
- Stats Piece/Brief
- Quote Based
- GIF Post
- Quora
- Reddit
- Trend Pieces



CONTENT INCLUDES

- Newsjacking
- Pop Culture Tie In
- How To (*at least 3 steps*)
- 10x (long as HEEEEELL)
- Example (*at least 3*)
- Fight Club
- Q+A (*can be faked*)
- Why
- Comparison/versus
- Roundup
- Metaphor
- Personal Story
- Predictions
- Fails!
- Guides
- Worksheets
- Templates
- Checklists
- Podcast

CONTENT INCLUDES

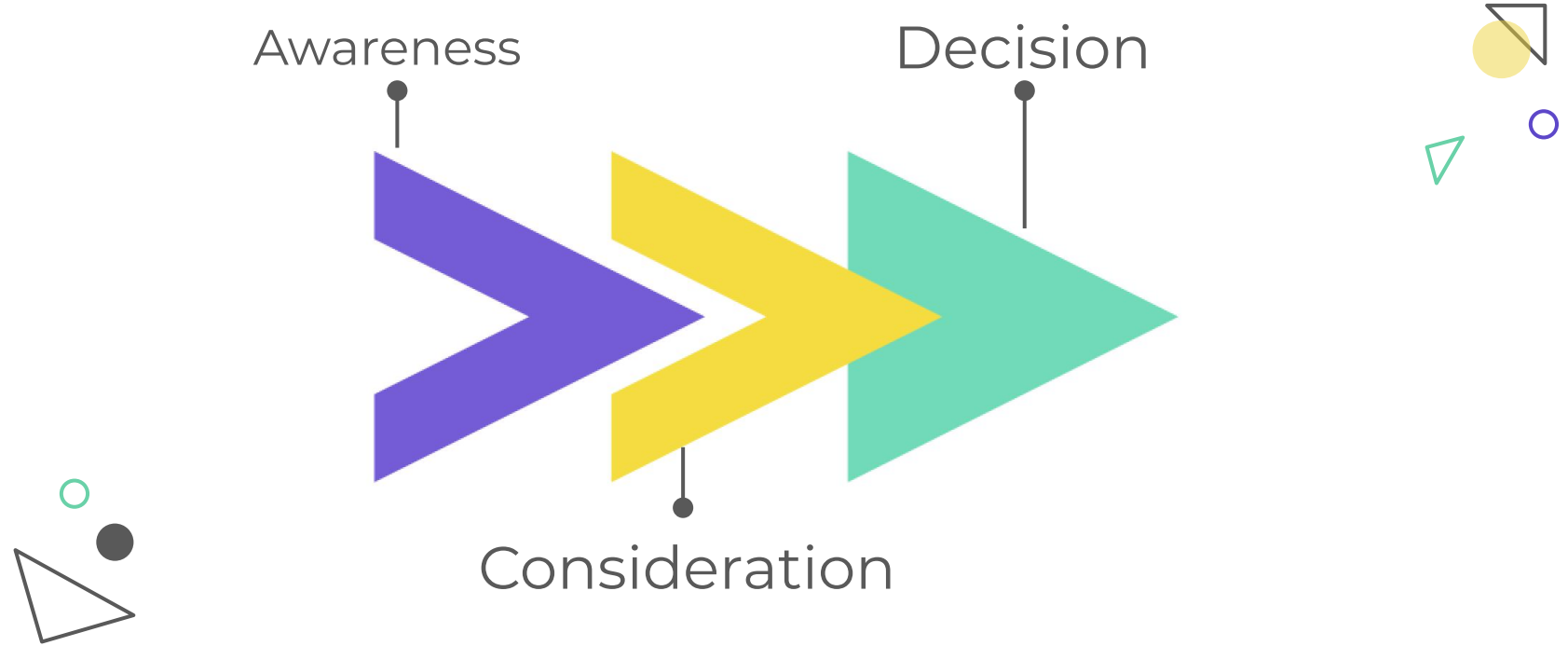
- Tear sheets
- Listicles
- Diaries
- Infographics
- One Graphic
- Diagram
- Meme
- Posters
- Comics
- Cartoons
- Cartoons
- Screenshots
- GIFs
- Illustrations
- Handwritten things
- Polls
- Surveys
- Quizzes
- Video
- Webinars
- Presentations
- Photo Galleries
- FAQs
- Recaps
(events/twitter chat)
- Placed articles
- Press releases



ALIGN YOUR BUYER PERSONAS **WITH THE SALES STAGES**



CONTENT MARKETING SALE STAGES





Awareness
of the company
and open role



Consideration
to apply for
the role



Decision
to move forward with
the interview process



3 stages can be aligned with your candidate personas:

| CANDIDATE PERSONA | AWARENESS | CONSIDERATION | DECISION |
|-------------------|-----------|---------------|----------|
| Persona 1 | | | |
| Persona 2 | | | |
| Persona 3 | | | |

AWARENESS

USE:

- GIF/list posts posts (think *Buzzfeed style*)
- Short videos (funny and informational)
- Quora/answering questions
- Reddit/posting in relevant groups
- Memes
- Comics
- Quizzes



waiting for an editor's response be like...



CONSIDERATION

USE:

- Infographics showing your makeup *(diversity, depts they may not know about)*
- Blog articles about great work or fun projects
- Quote Posts
- Employee Testimonials/Showcases
- Q & As
- Personal Employee Stories
- FAQs
- Behind the scenes peek *(employees, the HR department, company parties)*



Phil Vaughan

December 30, 2016 at 9:13am

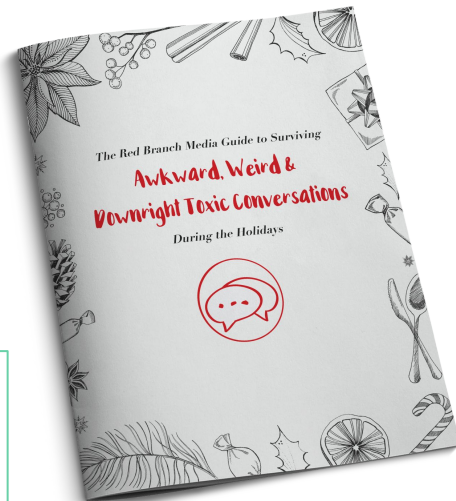
Having Worked with Triage for over 5yrs now, I have to say they do a Great Job of taking care of me and assuring that everything goes smoothly at my assignments. They do a wonderful job of making sure I have everything I need so I can focus on doing my job at the hospital without distractions. Ray, my recruiter is always looking out and ahead for me. Keeping one eye on my current status, and the other looking ahead for the next assignment. Having worked with multiple companies over my 17yrs of Traveling, I can truly say, I feel appreciated for what I do, working with Ray and Triage.

Like · Comment



USE:

- How To (*at least 3 steps*)
- Comparison/versus (*Why we're better than the other guys*)
- Guides (*How to be a successful FILL IN THE BLANK*)
- Worksheets
- Templates
- Checklists
- Diagrams
- Reviews



Variety in an office is the best way to engage and satisfy a wide range of workers. Often the more focused or introverted employees require the ability to disengage from chatter and high traffic areas in order to do their best work, while extroverts will feel disconnected and unmotivated if they aren't near their teammates.

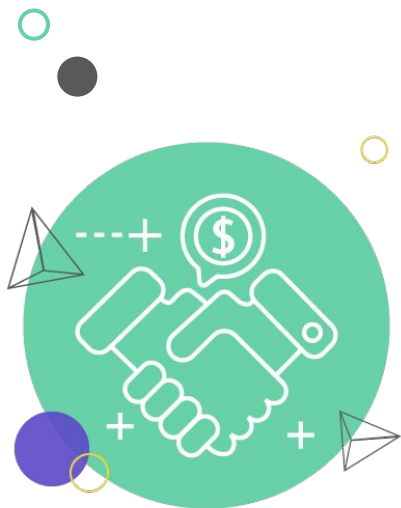
If the office is your canvas: Create levels in more ways than one. Introduce sit-stand desks so employees can spend the day changing their body's position for better posture and focus. Also bring in levels of solitude by having areas where teams can meet and brainstorm or break away from noise and work alone.

 Bring levels & variety to your office to make your range of #employees feel engaged and inspired:

If the office has guidelines: Use communal areas to your advantage. Invite teams to hold morning meetings in the lounge or on the patio. Schedule a 5 minute gab session once or twice a week, where everyone stands up and talks over their walls. Even opening up the one empty cubicle as the place to stash sweet treats can make for impromptu run-ins that stir conversations and remind everyone who sits only a wall away.

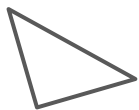
CREATE CONTENT THAT NOT ONLY ATTRACTS

but is still relevant for those
earlier in the funnel



Retention

Keep em' in
the process



Renewal

Beat your
competition to the
off and onboarding



Sales Enablement

Give your managers
the tools they need
to seal the deal

EXAMPLES



A 13-WEEK PACKING CHECKLIST FOR TRAVELING MEDICAL PROS

Leaving home and setting up shop somewhere new means something different for every person. Don't let all the prep get in the way of understanding what needs to be packed to continue enjoying the comforts of home. Use this categorized checklist as a guide to understand what you should wear during your travels, what you should pack and what you can buy when you land.

If you're the type of person who runs every possible situation through your head and packs an item for each of those possible outcomes, you're an over-packer by nature. If you're the type of person who thinks, "We'll get it to when we get to it," you're a textbook under-packer. You might be liable to assume you can "pick it up at the store when I get there."

If you're the type of person who packs the night before a huge move (every person on the planet) this checklist is your life.

WHAT TO WEAR

No matter the season or state, a jacket and pants are always staples you want to bring along for one of those freaky "Murphy's Law" situations. They also take up lots of room. These are items you should consider wearing during your travels or stuffing in your carry-on not to eat up precious space in your bags.

- | | |
|---|---|
| <input type="checkbox"/> Rain jacket | <input type="checkbox"/> Sunglasses |
| <input type="checkbox"/> Jeans/Sweatpants | <input type="checkbox"/> Scarf |
| <input type="checkbox"/> Weather boots | <input type="checkbox"/> Watch |
| <input type="checkbox"/> Hat | <input type="checkbox"/> Empty To-Go coffee mug |

Triage

1



INTERNSHIP PROGRAM

MAKE YOUR MARK

TAKE THE NEXT STEP TO A BRIGHTER FUTURE

About The Program

This 10-week summer internship challenges you through hands-on learning experiences in our business. You will work on meaningful projects that make a mark on our business, while providing personal education growth and valuable workplace experience. Our internships allow you to earn a paycheck, class credit, and give you an introduction to a potential career for your future. If you want to be a leader within JBS, start here.

Do You Qualify?

- In pursuit of your Bachelor's or Master's degree?
- Strong educational standing?
- Strong critical thinker that can solve real problems?
- Thrive in high-pressure and fast-paced environments?
- Exceptional communicator?

This World-Class Internship Gives You

- Mentorship from an experienced leader
- First-hand industry exposure
- Networking opportunities with senior management

Take the first step to build a career with the Industry Leader: JBS!
Visit www.JBSSA.com/careers to make your mark.



Personal Development Workbook



**NOW WE'RE
ALMOST READY...**



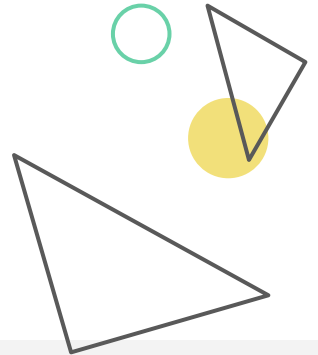
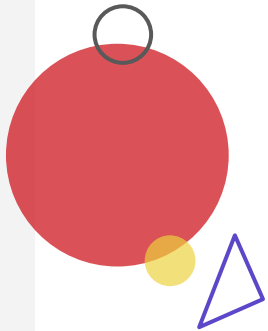
ALIGNMENT IN INDUSTRY



If you are recruiting in a specific field or industry, it may make sense for you to grab the editorial calendars of those professional associations.

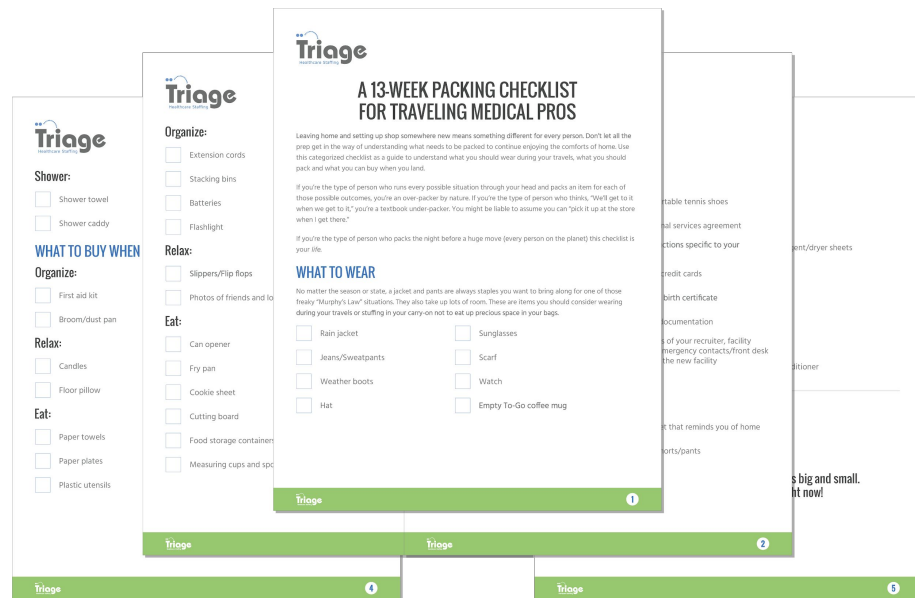
COMPETITIVE INTEL & RESEARCH

First, there is nothing your competitor is doing that you cannot do better.



MEDICAL RECRUITING

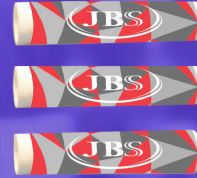
They work their butts off shining a light on their candidates and recruiting them with videos, contests, social media.





This is what they want to
READ/WATCH
/CONSUME

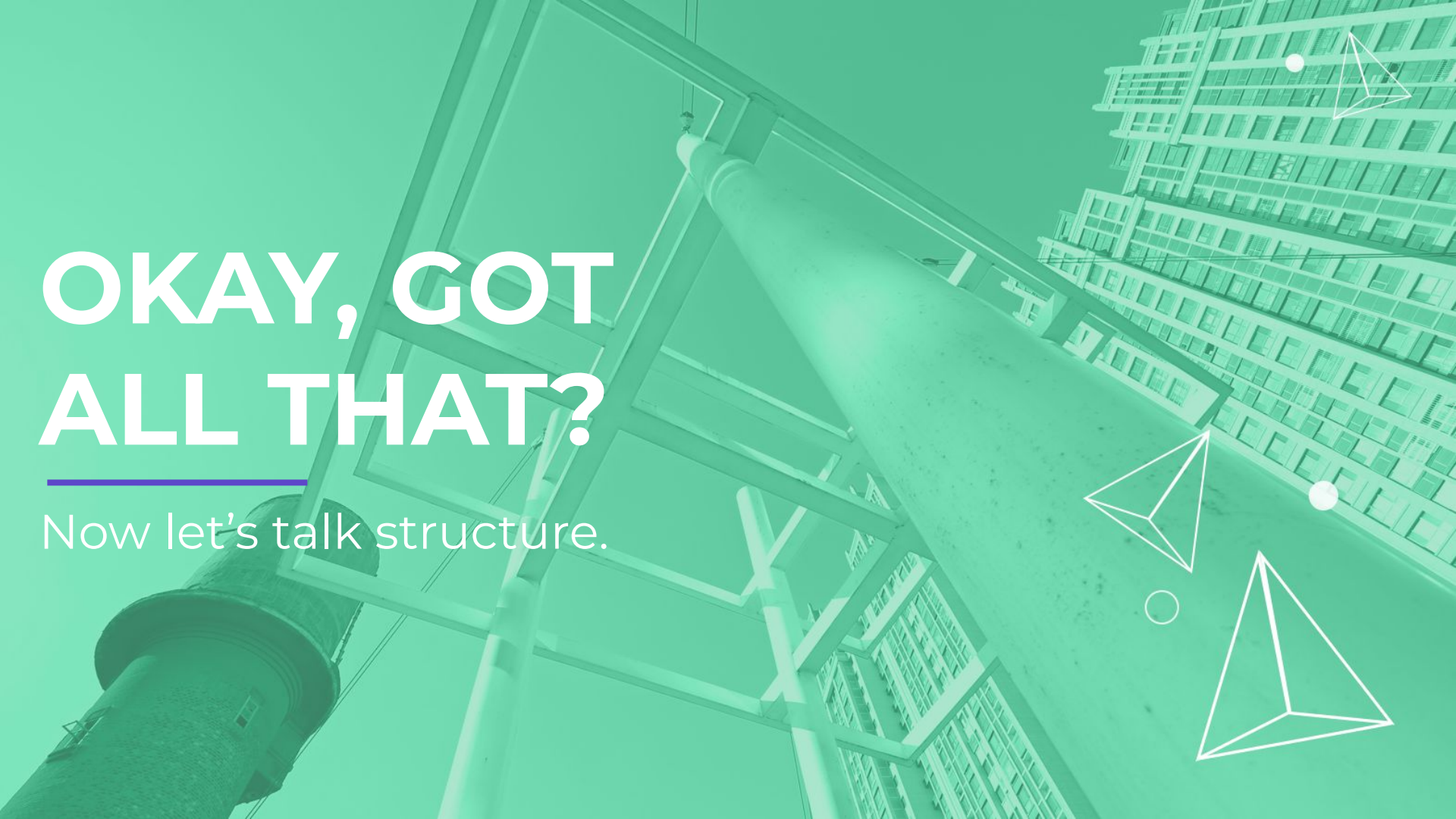
EVENTS



Your editorial calendar for hiring is **NOTHING** without events underpinning it.

OKAY, GOT ALL THAT?

Now let's talk structure.



1

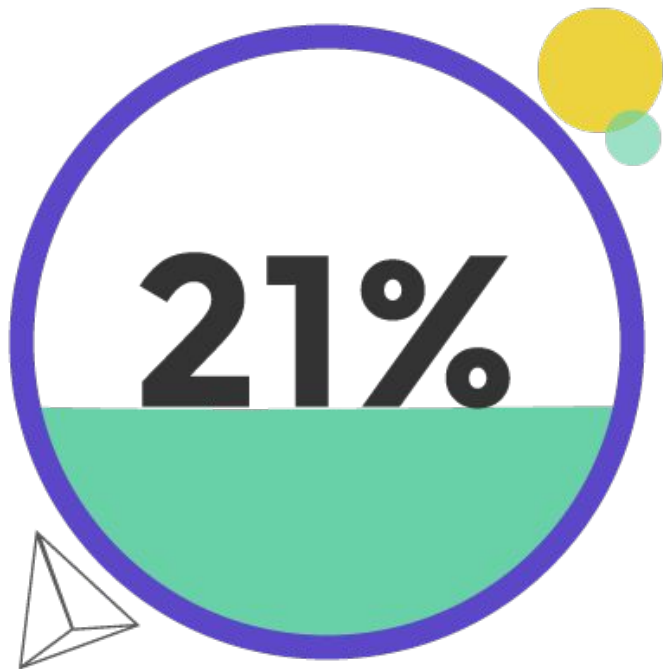
BUILD

| EXAMPLE | | | | | | |
|---|--|---|--|------------------------------------|---|---|
| | <i>Top of Funnel</i> | <i>Middle of Funnel</i> | <i>Bottom of Funnel</i> | <i>Interview</i> | <i>Hire & Onboard</i> | <i>Internal</i> |
| | Awareness | Consideration | Decision | Retention | Renewal | Sales Enablement |
| List the issues, challenges and questions that each candidate would have. | Click Bait Articles Targeting All Personas | Content Focused More Specifically on Depts & Roles Within the Company | Downloadable Resources to Capture Emails | Keep the candidates in the process | Beat your competition to the offer and onboarding | Give your managers the tools they need to seal the deal |
| Candidate Persona 1 | | | | | | |
| <i>Issue 1</i> | | | | | | |
| <i>Issue 2</i> | | | | | | |
| <i>Issue 3</i> | | | | | | |
| <i>Issue 4</i> | | | | | | |

Grab your own [funnel here](#) (make sure to save as a copy)

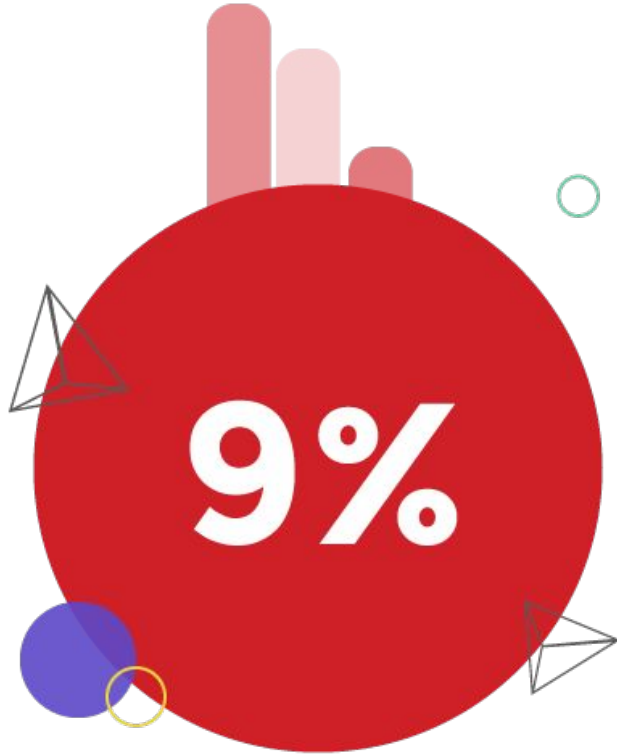
② THE ED CAL BUILD

| Publish Date | Status | Title | Author/Tone | Focus Keyword | Document Link/ Published Link |
|--------------|------------------|-------|-------------|---------------|----------------------------------|
| Month, Year | Campaign Name | | | | |
| Week 1 | Published | | | | |
| Week 2 | Scheduled | | | | |
| Week 3 | Needs Approval | | | | |
| Week 4 | Copy in Progress | | | | |



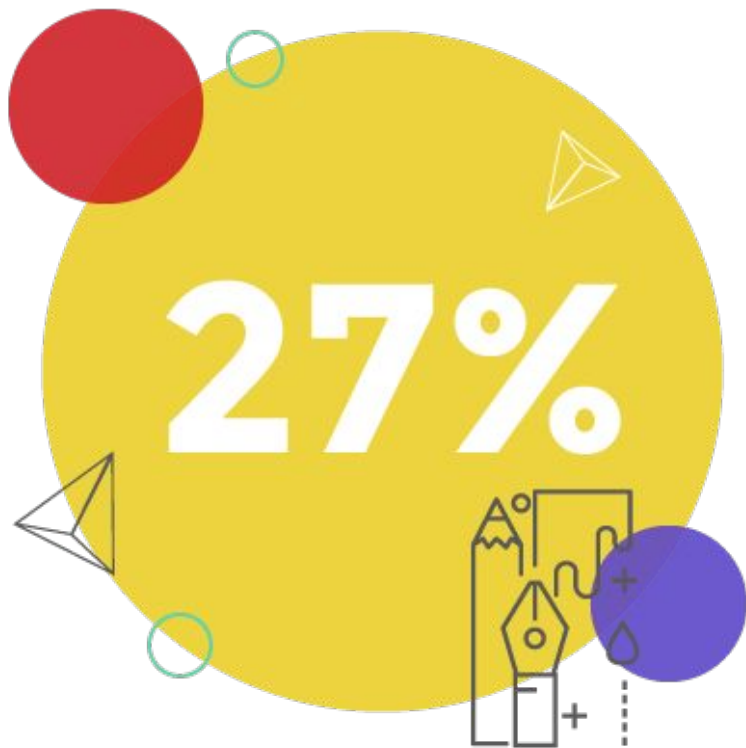
Titles with 8 words

had the highest click-through rates and **performed 21% better than average.**

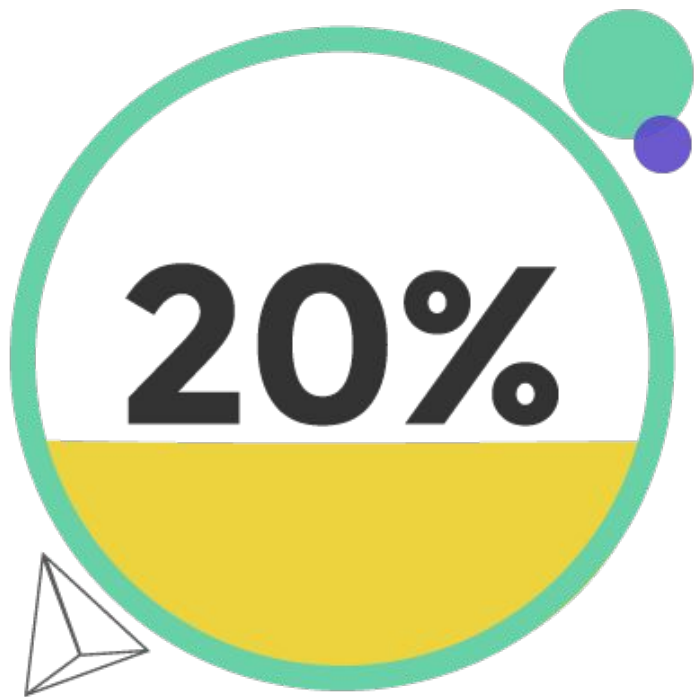


Using a color or hyphen

to indicate a subtitle **improves**
headlines by 9%



Attach an image
to **increase clicks by 27%**



Use numbers in your headline

to increase the click
through rate

HUBSPOT'S BLOG TOPIC GENERATOR

DON'T KNOW WHAT TO BLOG ABOUT? LET US THINK OF IDEAS FOR YOU.

Fill in the fields with terms (preferably nouns) that you'd like to write about, and we'll come up with a week's worth of relevant blog post titles in a matter of seconds!

Disclaimer: Our algorithm isn't perfect. After you have your titles, you may want to tweak them to be more relevant to your terms and grammatically correct.



Noun 1








Noun 2

Noun 3

GIVE ME BLOG TOPICS!

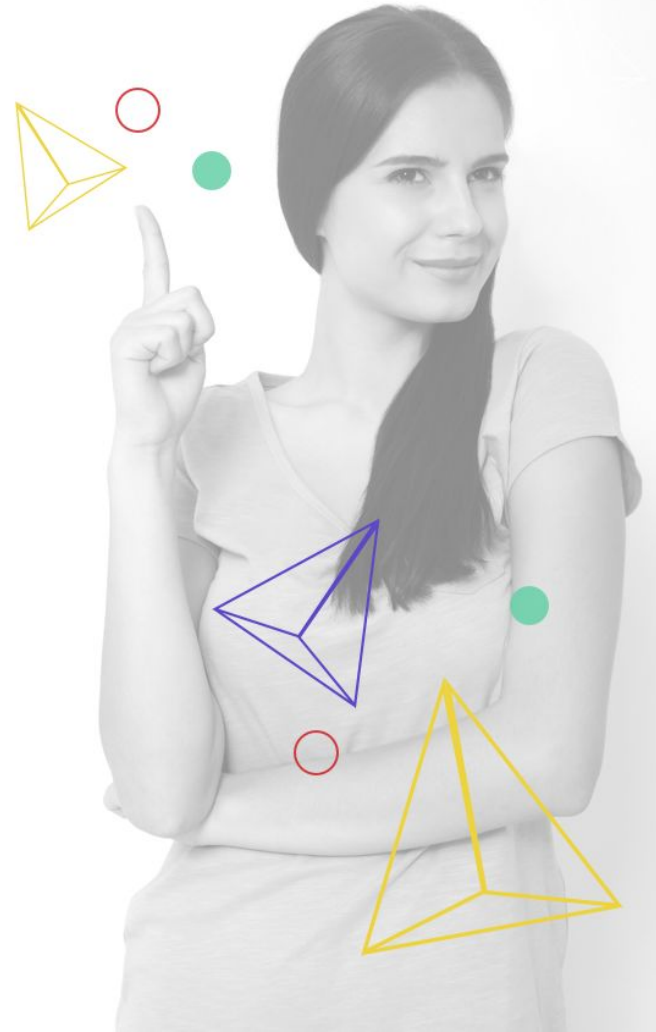
3

EDITORIAL TIME

| | A | B | C | D | E | F |
|----|---|------------------|---------------|--------------|---------------|-------------------------------|
| 1 |  | | | | | |
| 2 | | | | | | |
| 3 | | | | | | |
| 4 | | | | | | |
| 5 | Red Branch Media Editorial Calendar | | | | | |
| 6 | Use the following chart to track the status of each article and align your content with the SEO strategy. | | | | | |
| 7 | | | | | | |
| 8 | Publish Date | Status | Title | Author/ Tone | Focus Keyword | Document Link/ Published Link |
| 9 | Month, Year | | Campaign Name | | | |
| 10 | Week 1 | Published | | | | |
| 11 | Week 2 | Scheduled | | | | |
| 12 | Week 3 | Needs Approval | | | | |
| 13 | Week 4 | Copy in Progress | | | | |
| 14 | | | | | | |
| 15 | | | | | | |
| 16 | <div>  www.redbranchmedia.com </div> <div>  (402) 249-2828  info@redbranchmedia.com </div> <div>  4383 Nicholas Street • Suite #203 • Omaha, NE 68131 </div> | | | | | |

Grab your own [editorial calendar here](#) (make sure to save as a copy)

SOME TIPS



COPY

INSPIRE

BLOG

Top 10 Tips on Surviving Nightshift

by Deanne Chiu

[Tweet](#) [Share 1.6k](#) [+1](#) 40 [Pins](#) 113 [submit](#)

I've been asked by a lot of people how to manage night shift and its little friend, sleep disturbance, so I thought I'd write down a few of the tips that I have gathered over the years. Would love to hear your coping strategies and tips in the comments section...

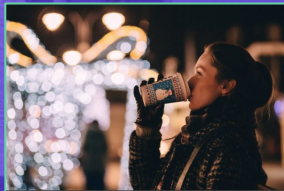
Going onto nightshift

1. Try to do something physical "the day before the day before". Physical activity is good for your general wellbeing anyway, and it will set you up for a decent "pre-nightshift" sleep. I would go swimming, running, boxing or have a mega-housework blitz. Then get a decent amount of sleep prior to starting nights:

- **Method 1:** Stay up really late (at least 3am – 6am) the night before (calling/Skyping mates in different timezones or a TV marathon can help) then sleep for the majority of the day before your first nightshift.
- **Method 2:** Go to bed as usual the night before, sleep in until late morning, have a big feed for lunch then go back to sleep for an afternoon/evening nap.

On nightshifts

2. Drink water and eat food (bring real food, not just junk, and a big water bottle that you can reach for when you are writing notes). Drinking enough water is my absolute number one piece of advice. It's hard to be high functioning when you are symptomatically dehydrated. (Same goes for a BSL of 1.8)



21
Dec

6 TRICKS FOR JUMPING FROM DAY-SHIFT...

If you are making the transfer from the night shift to the sought after day shift it's time to...

READ MORE

Require your content team to provide “inspires” on whatever subject matter or type of content they’re creating.

CTAS



JBS TRAINEE PROGRAM
Developing Future Leaders

**CAREER FAIR:
HOW TO ROCK IT!**

Everyone wants to make an impression at a job fair. The good news is no matter what industry your dream career is in, a few key practices can help you start the conversation on the right foot, make recruiters remember you and get the interview you've been waiting for. If you want to be a star candidate in your field, we have a few suggestions for you to rock the career fair.

- 1. Prep Ahead Of Time.**
Don't make the recruiters wait while you print your resume. Have your resume with you at all times so your experience and work history is ready when you need it.
- 2. Dress Well**
You're trying to make a good impression right? Well, as the saying goes, dress to impress. The sharper you look, the more companies will remember you for the right reasons.
- 3. Give Them The Opener**
You may find it difficult to break the ice with an employer, so the first thing you could do is ask a company to tell you more about themselves, and what positions they're hiring for.
- 4. Have A Story**
No matter what your last job was (or currently is), there has been a project you're proud of or a problem you worked through. Tell them your interesting story, but remember to make it positive.
- 5. Take Some Initiative**
Trust us — the recruiters at the career fair have met dozens of hopeful job seekers who want to work at their company, so after you're done talking and before you move onto the next booth, leave a resume, take a business card for follow up and make sure you know all the requirements for applying. Sometimes, though you are an amazing candidate, there are a few additional steps needed to get your application in place and looked over. Applying online and jotting down notes about your conversation for further use could be the difference between a good candidate and a hired one.

Of course, you'll also want someone to take a look at your resume, study up on your field, etc. But there are a ton of little things that matter when it comes to making a great impression at a career fair and the more of these points you hit, the better chance you'll have of landing the job you always wanted.

Will you join us? Visit www.jbssa.com/careers to apply.

JBS **pilgrims** **FIVE RIVERS**
CATTLE FEEDING

making a great impression at a career fair and the more of these points you hit, the better chance you'll have of landing the job you always wanted.

Will you join us? Visit www.jbssa.com/careers to apply.

JBS **pilgrims** **FIVE RIVERS**
CATTLE FEEDING

These are the most important aspect of your content and should be at top of mind no matter what stage or persona you're working in!

REPURPOSE IT!

Now once you get on a roll of creating lots of content, you can go back and repurpose it all to create even better more engaging content.



WAIT, WHAT?!

This entire presentation was created from
content myself or my team had already made!