



# **“5 Tips for Driving Candidates to Your Brazen Events”**

March 9th, 2017  
10AM PT / 1PM ET



# Meet Your Presenters



**Drew Hebble**

*Customer Marketing  
Consultant*

- Appeared as guest on a Swedish news talk show
- Grandfather was mayor of Plymouth, OH. Population 1,800



**Mercedes Rodriguez**

*Customer Marketing  
Manager*

- Mint chocolate chip ice cream tastes like toothpaste to me
- Set calendar reminders to charge my phone



# Housekeeping

- All attendees are in listen-only mode
- **No need to takes notes** - You will receive a recording later this week
- **Ask questions!** The webinar will run 25-30 minutes, and we'll save time for questions at the end





# Our Time Today

- The recruitment and marketing funnels
- Creating awareness of your Brazen event
- Building interest
- Driving conversions
- Summary of the 5 tips
- Q&A session



# **During today's webinar, you'll learn how to:**

- Draft marketing messages that drive candidates to your events landing page
- Create landing pages that convince the candidate to register
- Design registration forms that convert

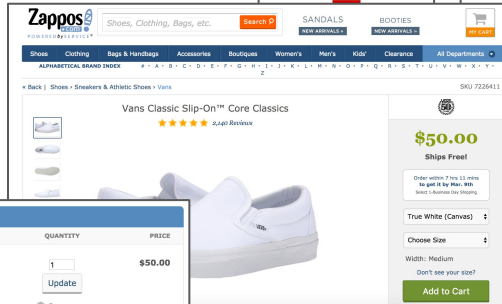
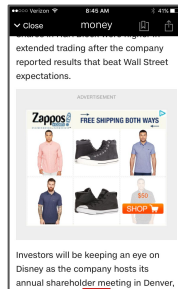
# Marketing & Sales Funnel


AWARENESS

INTEREST

INTENT

CONVERSION



CURRENTLY IN YOUR SHOPPING CART			
YOUR ITEM	ITEM PRICE	QUANTITY	PRICE
 Vans Classic Slip-On™ Core Classics SKU: #7226411 COLOR: TRUE WHITE (CANVAS) SIZE: MEN'S 9, WOMEN'S 10.5 WIDTH: MEDIUM	\$50.00	1 <a href="#">Update</a> <a href="#">Remove</a> <a href="#">Move to Favorites</a>	\$50.00
SUBTOTAL (1 ITEM):			\$50.00
FREE SHIPPING:			FREE
* ESTIMATED TAX TO BE COLLECTED:			\$-,-
GRAND TOTAL:			\$50.00

*Thank You For Your Order!*

Here Is Your Order Number:  
249361707

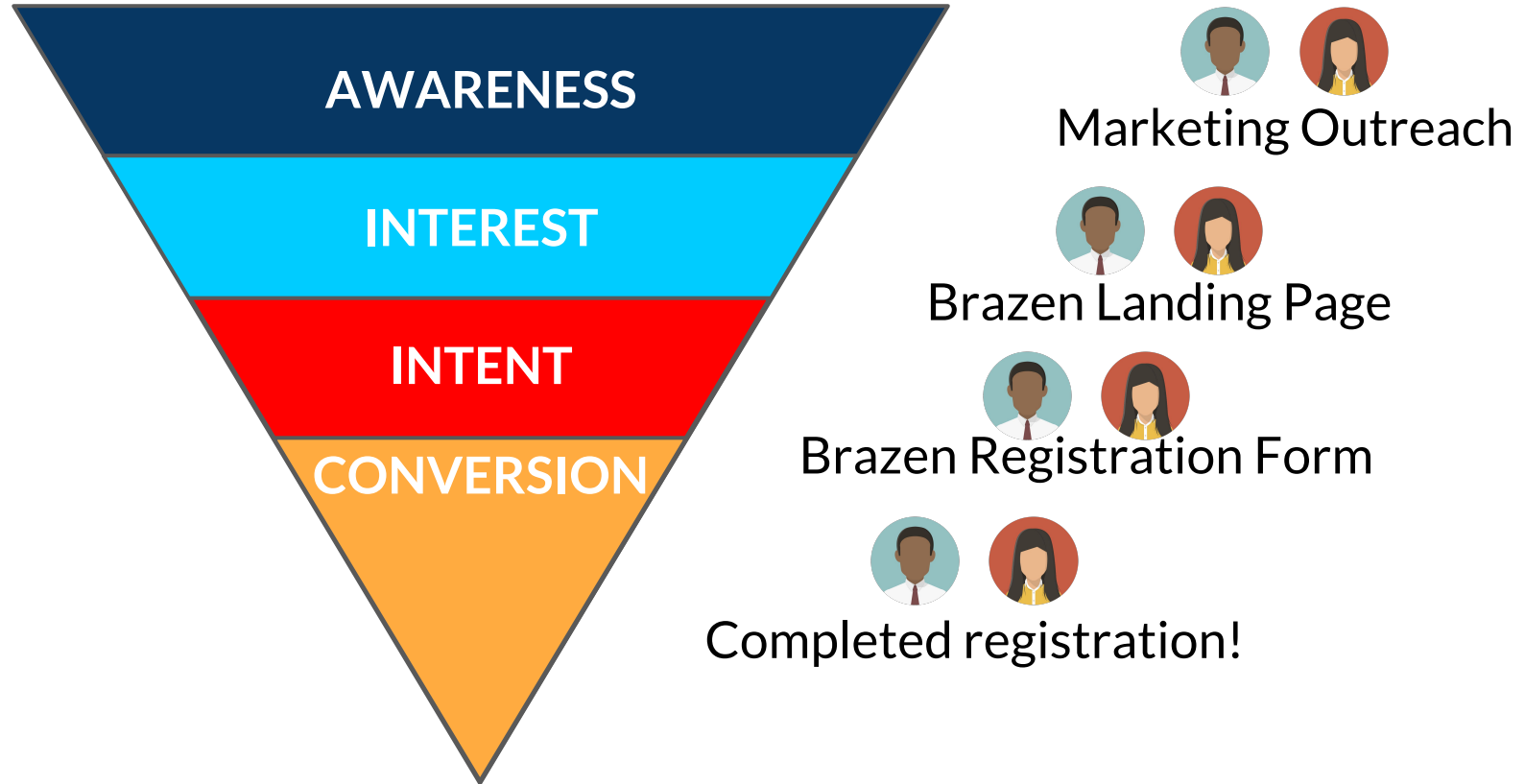
Dear Andrew,

Thanks for shopping with us—we've really enjoyed it! We're processing your order as we speak! We'll be sending you a second email with your tracking number once your package ships. Please take a look at your details below and give us a call at 1-877-927-2332 if you have any questions.

XOXO,  
Zappos.com



# Marketing Funnel for Brazen Online Events



# Let's meet our candidates...



**Mr. Pauly Passive**

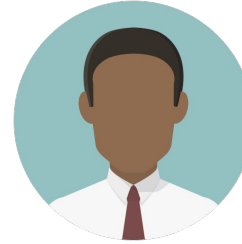
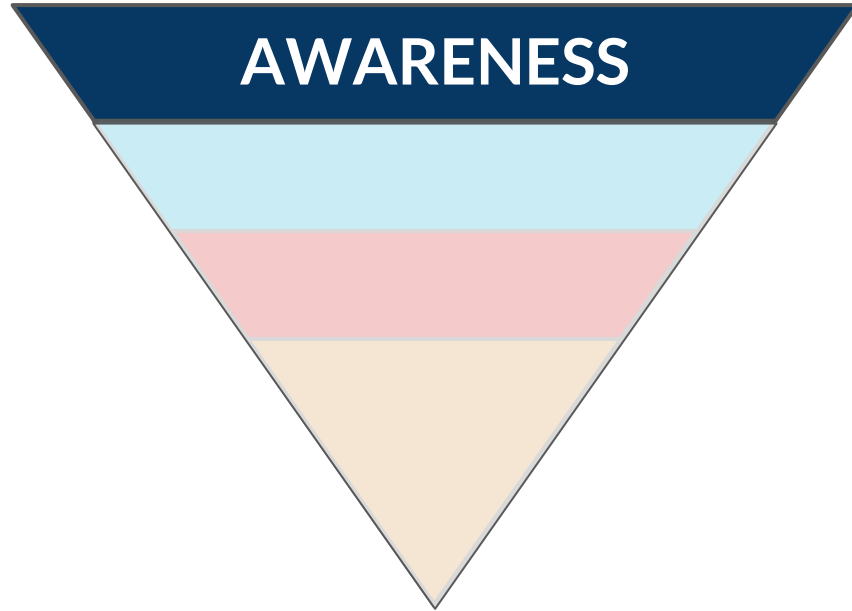
- Currently employed
- Open to new opportunities
- Seldom commits phone calls with recruiters
- Reluctant to apply before he knows the job and company is right for him



**Mrs. Annie Active**

- Works part-time
- Seeking full-time employment
- Joins talent communities for emails about jobs
- Applies daily if the position seems like a fit





**How will you make  
Pauly and Annie  
aware of your event?**

# Creating Awareness

## GOAL:

To leverage your marketing channels to inform the candidate about the event and entice them to click through to the event landing page.

## COMMON CHANNELS:

- Email (ATS and Talent Communities)
- Careers site
- Social media (Facebook, Twitter, LinkedIn)



Call to Action (CTA): Marketing content intended to persuade the recipient to perform a specific act.

**SIGN UP**

**FREE TRIAL**



**DOWNLOAD NOW**

***Get Access Now!***

# The Do's and the Don'ts



## DO:

- Highlight the value and purpose of your event
- Include a singular and compelling call to action
- Appeal to the candidate's goal (Hint... usually it's to get hired!)



## DON'T:

- Include too many specific details of the event
- Muddle your message with multiple calls to action

# Example Brazen Marketing Campaigns



**Things move fast when you're one of  
DC's Top 50 Places to Work and this means  
new career opportunities for you!**

Join our Online Open House on May 1st to chat with the Brazen team of your choice. Tell us what you've been up to, hear more about current openings and chat about what may be right for you.

**Reserve your spot today!**

Chats usually last less than 10 minutes and you can join from any device - don't miss out!

Looking forward to our chat.  
The Brazen Team



**Brazen Technologies, Inc.**

2mo

Things move fast when you're named one of DC's Top 50 Places to Work! Reserve your spot today for our Online Open House to discover a career you'll love at Brazen.  
<http://bit.ly/2kntyed>



Like



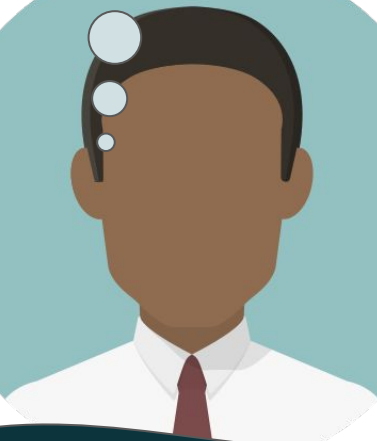
Comment



Share

# ***What's going through our candidates' minds?***

**This doesn't look like the usual apply-first process... interesting.**



**Pauly Passive**

**After all these applications I can finally chat with a real person?!?**



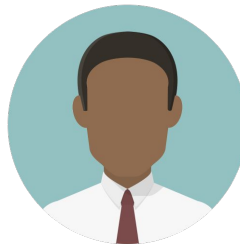
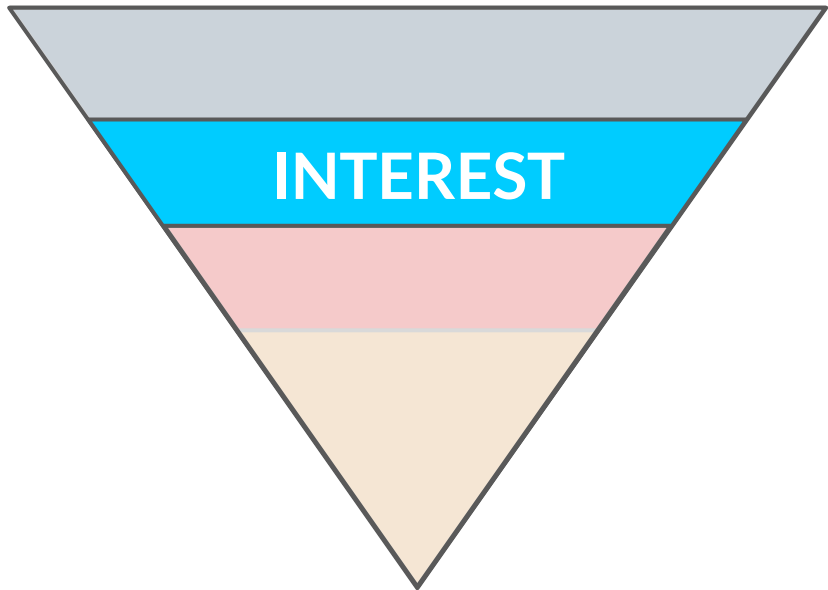
**Annie Active**



# Tip #1: CREATING AWARENESS

1

Highlight  
value of  
event and  
include a  
singular  
enticing call  
to action on  
your  
marketing.



**How will you build on  
Pauly and Annie's  
interest in the event?**

# Building Interest

## GOAL:

To build on candidate's interest in the event via the content on your Brazen event landing page.

## LANDING PAGE COMPONENTS:

- Headline
- Sub-headline
- Body copy
- Call to action

The screenshot shows a landing page for a Brazen event. At the top, there's a header with the Brazen logo and a 'Welcome to @brazen' message. Below this is a large section with a background image of people. The headline reads 'INTERESTED IN BECOMING ONE OF DC'S TOP 50 PLACES TO WORK?'. The sub-headline says 'Register today for an event where you'll have a chance to discover a career you'll love at Brazen'. A date and time banner indicates 'May 1, 2017 9:00 AM to 11:00 AM (EDT)' with a red 'REGISTER' button. The main content area is titled 'ABOUT THE ONLINE OPEN HOUSE' and contains a paragraph about the event, followed by a bulleted list of details. At the bottom, a red banner with white text says 'Don't miss out. Reserve your spot today.'

**Headline**

**Sub-headline**

**Body copy**

**Call to action**

# The Do's and the Don'ts



## DO:

- Focus your messaging on benefit for candidate to attend
- Mirror your marketing message in the headline
- Include a sub-headline that adds context
- Use bulleted format for easy reading
- Create urgency to register



## DON'T:

- Go into great length about company info that's easily available online
- Provide content, images, or video that distracts from your goal

Headline that matches copy in your marketing helps the candidate know they're in the right place. Using a leading question grabs their attention and helps convince the candidate to read on.

The image shows a landing page for Brazen's online open house. At the top is the Brazen logo. Below it, a large background image of a group of people is overlaid with text. A red arrow points from the top text block to the headline. The headline is: "INTERVIEW WITH ONE OF DC'S TOP 50 PLACES TO WORK?". Below the headline is a sub-headline: "Things move fast when you're one of DC's Top 50 Places to Work and this means new career opportunities for you!". Below the sub-headline is a paragraph: "Join our Online Open House on May 1st to chat with the Brazen team of your choice. Tell us what you've been up to, hear more about current openings and chat about what may be right for you.". Below the paragraph is a blue button with white text: "Reserve your spot today!". Below the button is another paragraph: "Chats usually last less than 10 minutes and you can join from any device - don't miss out!". Below this paragraph is a red arrow pointing to a red button with white text: "REGISTER". At the bottom left, there is text: "May 1st, 9:00 AM to 11:00 AM (EDT)". At the bottom center, there is text: "Looking forward to our chat. The Brazen Team".

brazen

Drew Hebble

INTERVIEW WITH ONE OF DC'S TOP 50 PLACES TO WORK?

Things move fast when you're one of DC's Top 50 Places to Work and this means new career opportunities for you!

Join our Online Open House on May 1st to chat with the Brazen team of your choice. Tell us what you've been up to, hear more about current openings and chat about what may be right for you.

Reserve your spot today!

Chats usually last less than 10 minutes and you can join from any device - don't miss out!

REGISTER

May 1st, 9:00 AM to 11:00 AM (EDT)

Looking forward to our chat.  
The Brazen Team

The sub-headline adds context to what the landing page is all about and what action you'll be requesting from the candidate.



May 1, 2017  
9:00 AM to 11:00 AM (EDT)

REGISTER

# ABOUT THE ONLINE OPEN HOUSE

Brazen is opening our virtual doors for an **Online Open House on March 1st from 12 - 1pm EST** to help you break through the usual hiring barriers and connect directly with our team!

- **What's an Online Open House?**

An online chat event to connect you with our team.

- **Who should register?**

All professionals interested in joining Brazen!

- **How do I join the event?**

Join from any device! Smartphone, computer or tablet.

- **What should I expect at the event?**

To have private online chats with Brazen teammates. Each chat usually lasts around 10 minutes.

- **Why attend?**

Gain unparalleled access to a live person on our team.  
Get tailored answers to your specific questions.  
Discover if this is the job and company for you!

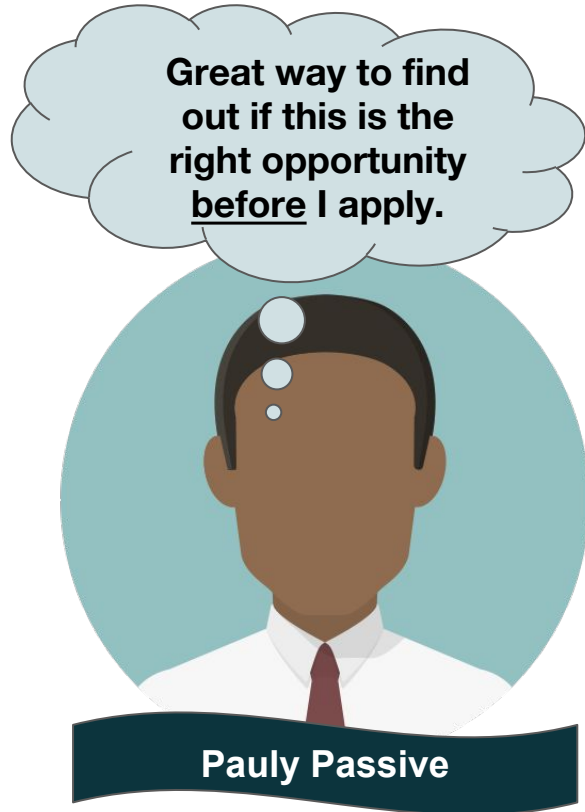
**Create urgency to register by using CTA language like “Don’t miss out”, “Save your spot”, “Register today”**

**Don't miss out! Reserve your spot today.**

**Bullet key details of your event to describe:**

- **WHAT** it is
- **WHO** should register
- **HOW** to join
- **WHAT** to expect
- **WHY** attend

# ***What are our candidates thinking?***



# And now for...the **Blink Test!**

A Microsoft survey of Canadian media consumption concluded that the average attention span had fallen to eight seconds, down from 12 in the year 2000.

That's one second less than a goldfish!

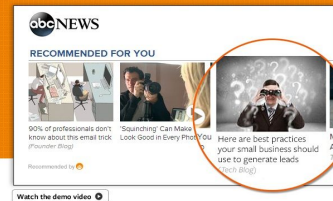


You will have 8 seconds (no more!) to view this landing page.

Afterwards, we'll review.

# GROW YOUR WEBSITE TRAFFIC

Drive traffic to your content from top publishers. Low CPC, high CTR and easy set-up.



Promote your content

Sign Up Now

## What is Outbrain?

Outbrain is a content discovery platform that allows you to get your content onto thousands of premium publisher sites around the web.

## Why should you use Outbrain?

Links to your content are recommended so you can leverage the audience from publisher sites and drive new traffic to your content.

## Who uses Outbrain besides you?

## How does pricing work?

### How does it work? It's very simple!

1. Submit your content to Outbrain
2. Set your daily budget and bids
3. Your links appear on publisher sites and you get loads of highly engaged traffic!

Get your content recommended on over 100,000 publishers, including 800 premium publishers.

## Our advertisers' success stories



Katelyn Watson  
VP of Marketing  
dlinklife.com

“As a startup we can't spend a lot, we've found Outbrain offers a highly effective way to use our content to drive qualified leads”

Sign up now



# Tips #2, 3 & 4: BUILDING INTEREST

1

Highlight value of event and include a singular enticing call to action on your marketing.

2

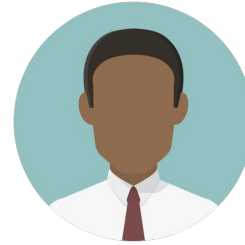
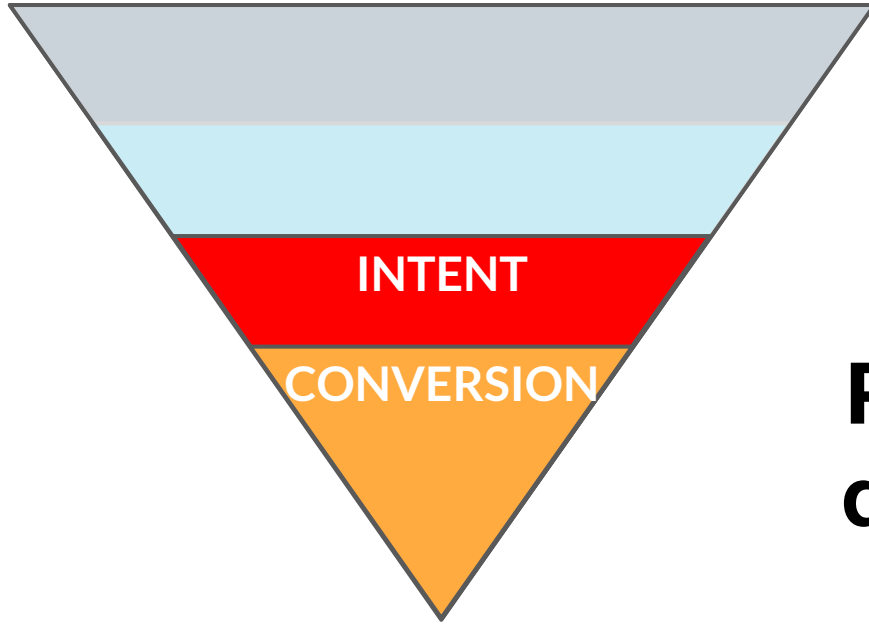
Landing page headline that aligns with marketing content & sub-headline to add context.

3

Bullet the key who, what, where, when, why and how details of the event.

4

Use call to action language that creates urgency to register.



**Pauly and Annie have displayed intent. How do you drive the conversion?**

# Driving Conversions

## GOAL:

To create a registration form that is quick and simple to complete while also collects enough info for the recruiter to have a relevant chat with the candidate.

## COMMON REGISTRATION FIELDS:

- Headline/current job title
- Years work experience
- Certifications/licenses
- Resume upload
- LinkedIn profile



The image shows a white smartphone with a registration form displayed on its screen. The form is titled 'REGISTRATION' in bold, uppercase letters. Below the title, there are five input fields, each with a label to its left: 'Headline', 'City', 'State or Province', 'I'm interested in...', and 'Resume'. At the bottom of the form, there are two buttons: an orange 'Submit' button and a grey 'Cancel' button.

# The Do's and the Don'ts

## DO:



- Group fields in a logical order
- Use checkbox and list fields vs. free form fields
- Consider what passive candidates would want to provide

## DON'T:



- Include fields that aren't absolutely necessary (even if not required!)
- Duplicate fields
- Make file upload fields (like resume upload) required

# REGISTRATION

\* indicates required field

Which position(s)  
interest you? \*

- ☐ Business Development Representative
- ☐ Business Development Manager
- ☐ Account Manager
- ☐ Customer Success Manager

Years of work  
experience? \*

- ☐ Less than 1 year
- ☐ 1 - 3 years
- ☐ 3 - 7 years
- ☐ 7+ years

Do you have any direct  
experience at a SaaS  
company? \*

- ☐ Yes
- ☐ No

LinkedIn Profile URL

Resume

No File Uploaded



SELECT FILE

No access to your resume right now? No problem! Login anytime before the event to add your resume.  
NOTE - your LinkedIn profile is fine instead of a resume.

Required fields only take a single click to complete.

If the candidate did not provide LinkedIn or resume we still have enough info to have a relevant chat.

Fields that are difficult to complete via mobile are not required and include instructions on how to update later.



# ***What are your candidates thinking?***

**I don't have an up to date resume I'd like to provide but still want to join.**



**Pauly Passive**

**This form is WAY easier than the usual 30 minute application.**



**Annie Active**

# Tip #5: DRIVING CONVERSIONS

1

Highlight value of event and include a singular enticing call to action on your marketing.

2

Landing page headline that aligns with marketing content & sub-headline to add context.

3

Bullet the key who, what, where, when, why and how details of the event.

4

Use call to action language that creates urgency to register.

5

Limit registration fields to only what is absolutely necessary for the candidate to attend your event.

**Questions?**



**Thank you for  
attending!**

