



Video Strategy



A FRAMEWORK FOR SUCCESS

Presented by SparcStart

WHY VIDEO

Empowering Candidates

This guide will provide you with the tools, knowledge, and tactics to develop AND implement your own video strategy to support, engage, and convert your candidates.



WHAT'S INSIDE?

This guide will walk you through the following:

- How to use this guide
- A quick start exercise
- A scalable approach to your audiences
- Documenting the stories you'll need to share
- Candidate needs
- Distribution channels and plans including amplification
- Hosting your video library
- Examples & ideas for each stage in the journey.

You'll also get a detailed look at each stage of the journey:

- Awareness
- Education
- Nurture
- Apply
- Interview
- Offer
- Pre-start
- Onboarding

Finally, we have worksheets and plans to make the easy today. SO LET'S GO!

Will add a blurb about Why video is critical RIGHT NOW and must be a part of your recruitment marketing strategy. Will add a blurb about Why video is critical RIGHT NOW and must be a part of your recruitment marketing strategy. Expect it to be about this long...

DATA SUPPORTS YOU

We will do a run down of critical data to support video needs in the candidate journey. This piece of content will be to help the reader pull this information into their business case/strategy.

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Expect it to run this long.

Video makes candidates 46% more likely to consider a job, and 30% more likely to respond to a recruiter or apply



USING THIS GUIDE

PRIORITIZE & SCALE

Building a plan can be daunting. We've tried to eliminate that feeling by giving you ideas on how to identify the lowest hanging fruit, make that impact, and move onto the next lowest hanging fruit.

Let's look at the common problems that TA organizations face and rank the different stages of the experience in order of impact.

Not enough applicants?

Start with 1. Awareness, 2. Education, 3. Application

Poor quality candidates?

Start with 1. Education, 2. Nurture, 3. Awareness

High turn over?

Start with 1. Onboard, 2. Education, 3. Nurture

As the saying goes, you can only eat the elephant one bite at a time. To help, we've included a road map template for you to use as a supplement to the guide to keep you on track as you develop and execute your plan in phases. You will also want to track the results and most importantly, use the assets you already have!



QUICK START GUIDE

CANDIDATE JOURNEY



To level set and begin, it's important to know what the stages are, how the candidate looks at them and where you may interact with your candidates. When you look at the candidate journey, you must understand one thing, it's not linear. They will pass through these stages back and forth. The stages are typically expressed in the journey as:

| | DEFINITION | CHANNELS USED |
|------------------|--|---|
| AWARENESS | <i>Learning about viable options for their next job</i> | <i>Google, Indeed, social, friends</i> |
| EDUCATION | <i>Learning about specific companies and their culture</i> | <i>Career site, Review sites, friends</i> |
| NURTURE | <i>Getting deeper education about an organization</i> | <i>Email, text, social</i> |
| APPLY | <i>The Transaction!</i> | <i>ATS</i> |
| INTERVIEW | <i>The dance to determine alignment</i> | <i>Video, in person</i> |
| OFFER | <i>Closing the transaction</i> | <i>Email, phone, in person</i> |
| PRE-START | <i>Closing out their last job before they join you</i> | <i>Email, text, hidden pages</i> |
| ONBOARD | <i>That first day, series of days to get started</i> | <i>Email, text, in person, intranet</i> |

YOU GOT THIS!

This guide is designed to be all-encompassing, however, like anything these days, it's important to be agile. Agility will help you get things released quickly, and tested with your audience quickly.

Working in this way will allow you to get farther faster because you are using what you have, testing it and learning constantly to make incremental improvements to how you execute video.

RINSE, REPEAT #1



01

ASSESS ASSETS

Write down the videos you have available right now to use in your strategy.

02

MAP TO JOURNEY

Document where videos you have will help move candidates to the next stage.

03

FIND A CHANNEL

Put videos where candidates are interacting with you at the stage your videos fit best.

04

TEST & MEASURE

Watch your data in that stage. Are you getting better results? Document that and keep going.

COMPLETING THE TEST...

Because we want to make sure your tests cover all of your bases, we've got a checklist for you to ensure that all your i's are dotted and t's are crossed!

Rise, Repeat #1

Lowest hanging fruit

| | | | |
|----------------------------|--|---|---------------------------------------|
| 1 Assess Assets → | 2 Map to Journey → Awareness Education Nurture Apply Interview Offer Pre-start Oboard | 3 Channel → | 4 Test/Measure ✓ |
| List your video | Highlight the stages the video can impact | List the channels you can place this video. | Note the current data for that stage. |

Next lowest hanging fruit

| | | | |
|----------------------------|--|---|---------------------------------------|
| 1 Assess Assets → | 2 Map to Journey → Awareness Education Nurture Apply Interview Offer Pre-start Oboard | 3 Channel → | 4 Test/Measure ✓ |
| List your video | Highlight the stages the video can impact | List the channels you can place this video. | Note the current data for that stage. |

Video checklist

Approvals

Task checklist

- Employee release form
- Legal approval
- Management approval

CTA

Task checklist

- Call to Action exists
- CTA is clear
- CTA is personal

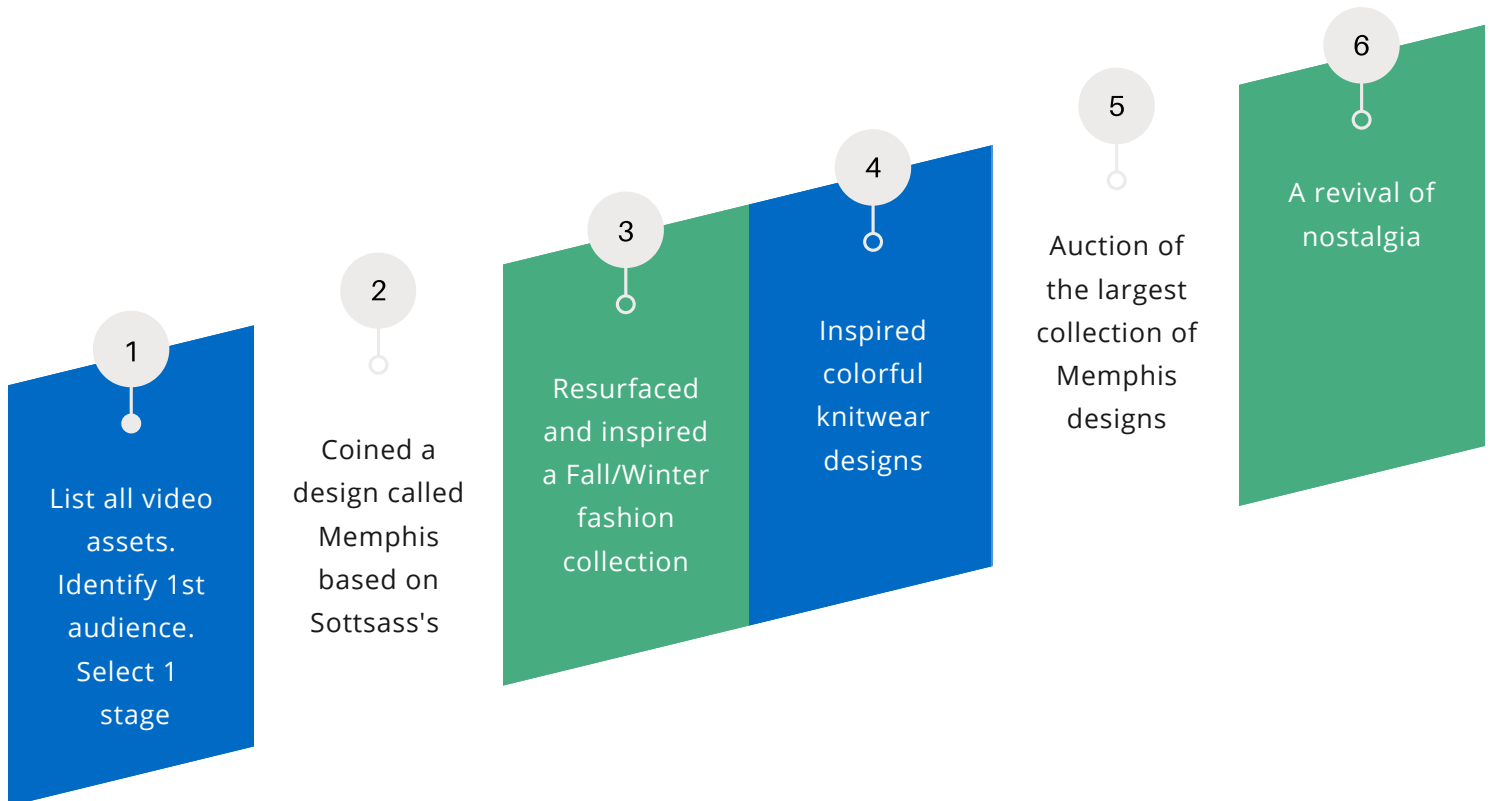
Hosting

Task checklist

- This video is sharable
- This video is private
- This video has additional uses

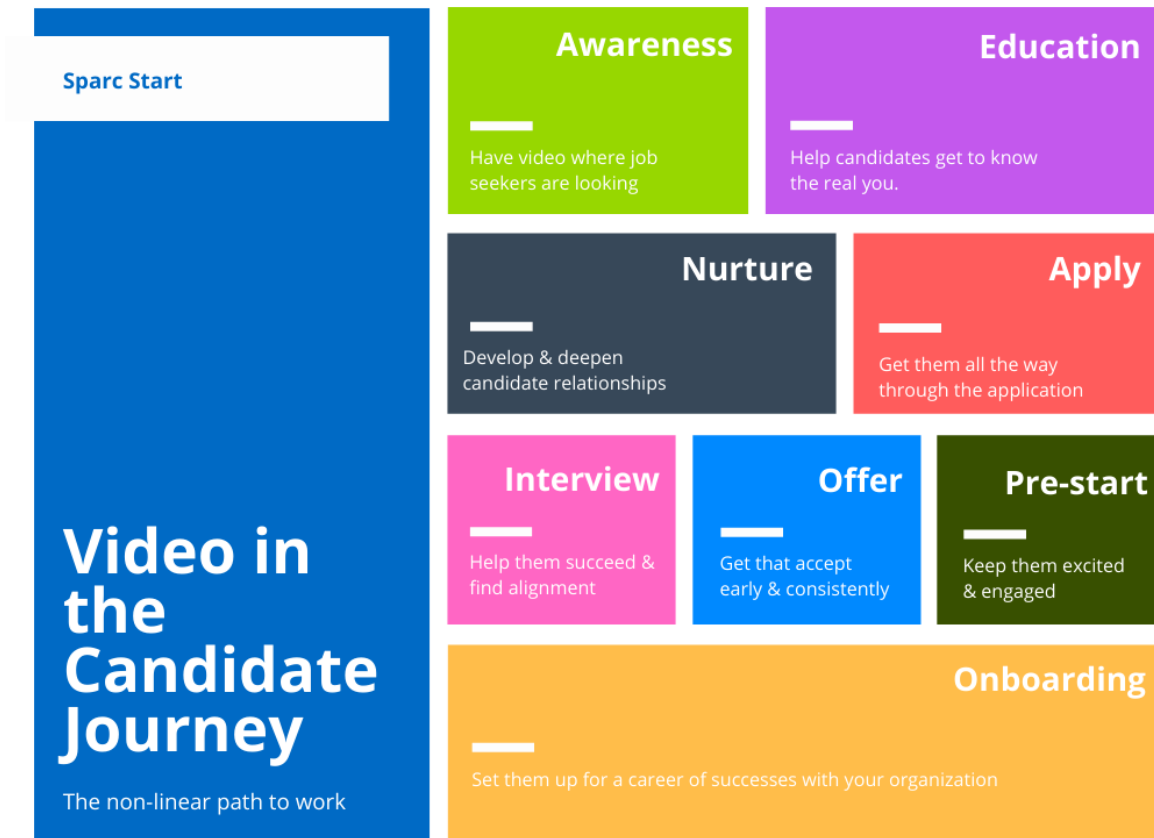
ROADMAP

As you progress and begin to dive deeper and deeper into your video strategy, it's important to have milestones and ideas on how to continually grow the plans and ultimately the results. Will write more here on the value of setting a roadmap in motion and how they get from crawling to walking, running and flying.





VIDEO STRATEGY FRAMEWORK



AUDIENCE

Talk about audience needs and how we will be developing this strategy for one audience and then rinse repeat. We will ask the reader to choose their own adventure when it comes to audience. They should be thinking about the following:

- Job families
- Campus, Diversity, Military
- Lines of business
- Regions/geographies

We will then show them how it scales.

"Let's get a customer quote for this section to talk about how they are scaling"

This will include the rinse/repeat idea with the audience they selected. It will continue with the framework questions on the next page to have the audience section completed by page 4.

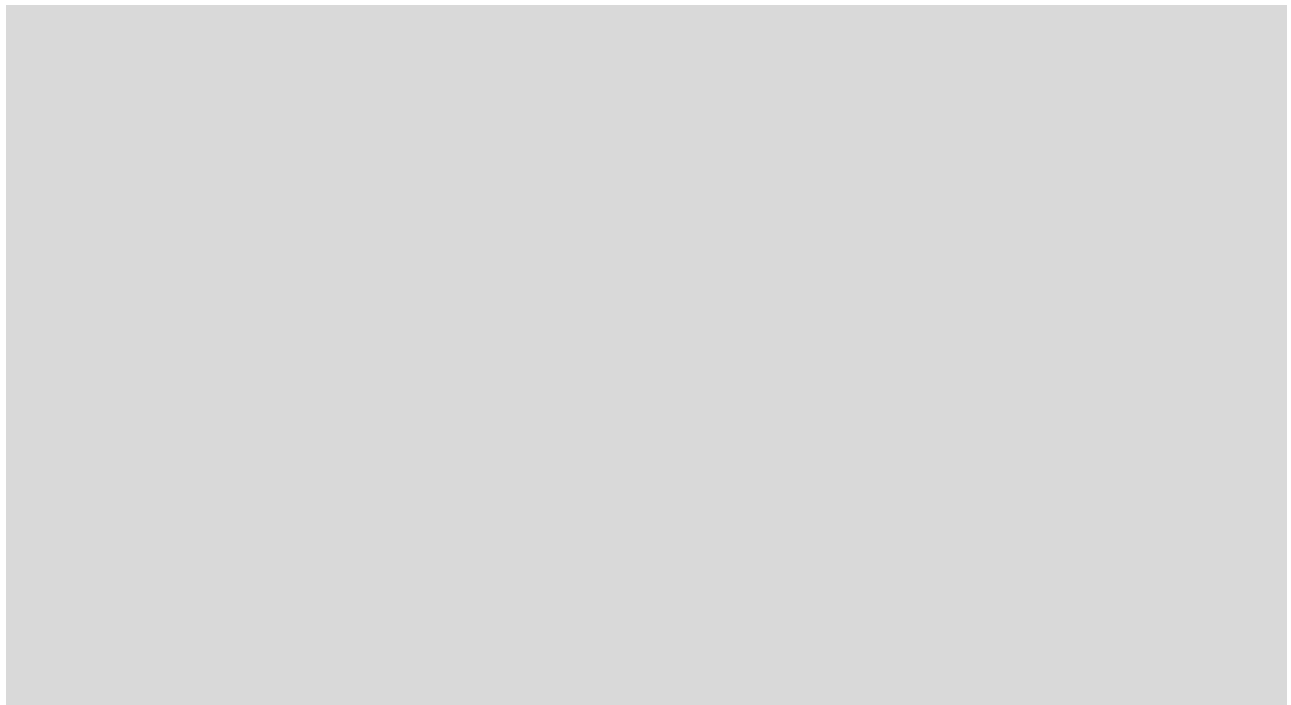
Blah blah blah here until it fits.

AUDIENCE PLANNING

We will plant questions here to help the reader use the space below to write their thoughts.

More instructional text will live here to enable the reader to complete the audience section.

YOUR AUDIENCE



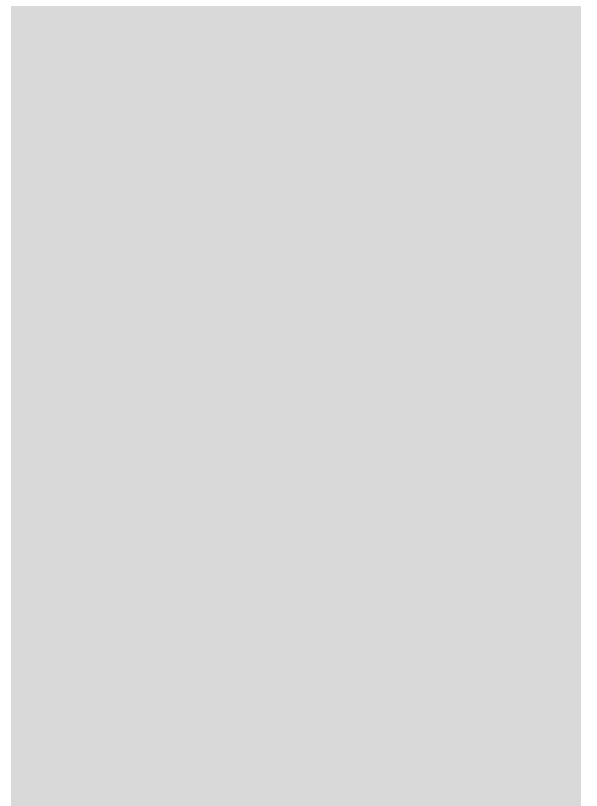
RINSE, REPEAT #2

This section will outline how the reader will change their audience section over time to include other audience segments.



TELLING YOUR STORIES

Overview of brand and helping people understand their stories.



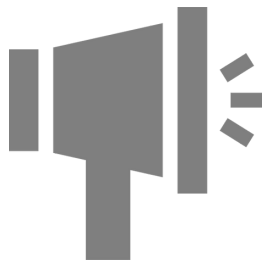
DISTRIBUTION



Talking about their career site and how video needs to go beyond the homepage to be seeded across the site. We will also briefly share what video can be on which pages.



Talk about video on job description pages to support the conversion of talent on the most frequently visited pages on their site...the job description landing page.



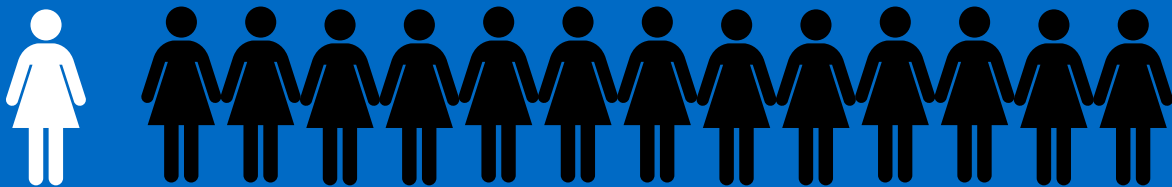
Talking about CRM and how video is powerful as a tool to help educate, nurture, and engage candidates once you have them opted in to continue and advance the relationship.



Talking about social channels both corporate and careers and how to engage employees to share and amplify this content on social media channels. Will include teaser to Amplify.

AMPLIFICATION

You are sitting on a content distribution gold mine...Your existing workforce. This is one of our favorite hacks known to recruitment marketing: employee amplification. Your employees can be a completely new media channel for your organization. Each employee has an average of 980 LinkedIn connections, and 338 Facebook friends, so for every employee you have, your content has an opportunity to reach 1,318 eyeballs, for every simple employee! So, for fun, let's say your company has 5,000 employees. If every employee shared your video content, you would reach 6.59 million people!



EACH EMPLOYEE HAS 1,300
CONNECTIONS

If you are sharing content that is interesting, valuable, or fun, your people will want to share it. Content that is shared by your employees gets 8 times the engagement the content shared by your brand does and this network effect gives you a cost-effective and winning strategy.

8X

THE NET: BAKE AMPLIFICATION
INTO YOUR PLAN

OVERCOMING PUSHBACK

We can almost hear you saying: "These are all great ideas, but there is no way I am going to get this many people across my company on video. I can barely get a produced video through the marketing department, plus people hate being on camera." We know. Which is why this series would be incomplete without ideas to help get people on camera and comfortable. Here are the three most common areas of pushback and how to combat them...

01 Know your numbers

Data supports that video is critical to the candidate. When candidates see a hiring manager introductory video, 46% are more likely to consider a job, and 30% more likely to respond to a recruiter or apply. In addition, only 1.5% of people who visit your career site watch the home page corporate video. Candidates need more context; they need to see their future team and manager. The data supports the need for more and varied video assets. It's how we will be able to rebound.

02 Control & governance

When our leaders agree to do a produced video for the careers site, they do it that way because they can control the script, the talent, the output. When they think about employees submitting videos of their experiences, all sense of control is lost. Which is why you will need a plan for governance. Look for tools that help you review and approve content before it sees the light of day. This will make your leaders feel a bit more in control.

03 Camera fears

It's not just your leaders who are nervous about video. The people you want to submit video are also nervous. It's important to disarm them and let them know that mistakes are made. When I record myself (and I own a video content company), it takes me at least 6 takes. It's ok to share those mistakes with others. You can even share them a link of a private video of the six takes you've messed up to help them over the hump.

HOSTING

| Option | Pros | Cons |
|-------------------------|------|------|
| YouTube Corporate | | |
| Vimeo | | |
| Video Management System | | |

We will dive deep into the pros and cons of the different hosting solutions for video empowering the reader to come to the conclusion that a VMS is the way to go. We will dive deep into the pros and cons of the different hosting solutions for video empowering the reader to come to the conclusion that a VMS is the way to go.

This will give them something to think about as well as showing their management that their plan is fully baked.

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The best option for our organization is to host video:
(include your rationale from above.



JOURNEY WORKSHEETS

AWARENESS

Brief overview of the awareness stage

Informational needs:

Emotional needs:



01

SUGGESTED MIX

Recommended mix in this stage. Expect each section to be a few lines long.
Recommended mix in this stage. Expect to be a few lines long.

02

IDEAS

Ideas and links to videos that are well-suited for this stage.
Ideas and links to videos that are well-suited for this stage.

03

CALLS TO ACTION

Suggested calls to action
Suggested calls to action

04

DISTRIBUTION

Who and where should these videos be shared and distributed
Who and where should these videos be shared and distributed

05

THE EXTRA MILE

Taking this stage to the next level with unexpected ideas.
Taking this stage to the next level with unexpected ideas.

Video in Awareness

Put your ideas on paper to make it all sing for your company. Will polish this placeholder language once we have an approved layout concept. Put your ideas on paper to make it all sing for your company.

CURRENT VIDEO CONTENT

WHAT ELSE DO I NEED?

WHO CAN PROVIDE?

CALLS TO ACTION

DISTRIBUTION

STRETCH IDEAS

EDUCATION

Brief overview of the education stage

Informational needs:

Emotional needs:



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Video in Education

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CURRENT VIDEO CONTENT

WHAT ELSE DO I NEED?

WHO CAN PROVIDE?

CALLS TO ACTION

DISTRIBUTION

STRETCH IDEAS

NURTURE

Brief overview of the Nurture stage

Informational needs:

Emotional needs:



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Video in Nurture

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CURRENT VIDEO CONTENT

WHAT ELSE DO I NEED?

WHO CAN PROVIDE?

CALLS TO ACTION

DISTRIBUTION

STRETCH IDEAS

APPLY

Brief overview of the Apply stage

Informational needs:

Emotional needs:



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Video in Apply

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CURRENT VIDEO
CONTENT

WHAT ELSE
DO I NEED?

WHO CAN
PROVIDE?

CALLS TO
ACTION

DISTRIBUTION

STRETCH IDEAS

INTERVIEW

Brief overview of the Interview stage

Informational needs:

Emotional needs:



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Video in Interview

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CURRENT VIDEO CONTENT

WHAT ELSE DO I NEED?

WHO CAN PROVIDE?

CALLS TO ACTION

DISTRIBUTION

STRETCH IDEAS

OFFER

Brief overview of the Offer stage

Informational needs:

Emotional needs:



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WHAT ELSE DO I NEED?

WHO CAN PROVIDE?

CALLS TO ACTION

DISTRIBUTION

STRETCH IDEAS

PRE-START

Brief overview of the Pre-Start stage

Informational needs:

Emotional needs:



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CURRENT VIDEO
CONTENT

WHAT ELSE
DO I NEED?

WHO CAN
PROVIDE?

CALLS TO
ACTION

DISTRIBUTION

STRETCH IDEAS

ONBOARDING

Brief overview of the Onboard stage

Informational needs:

Emotional needs:



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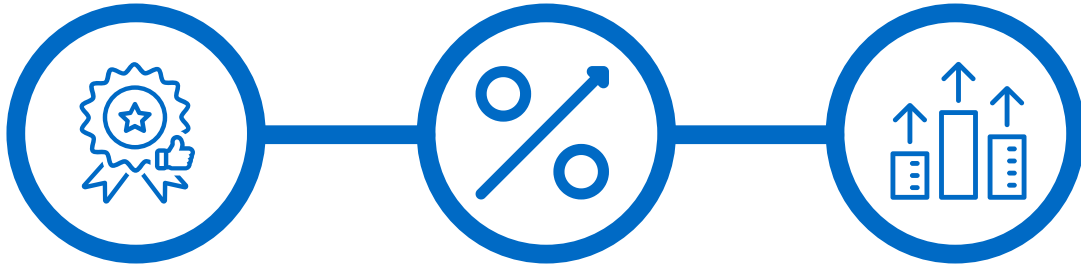
WHO CAN PROVIDE?

CALLS TO ACTION

DISTRIBUTION

STRETCH IDEAS

EXPECTED OUTCOMES



**BETTER
QUALITY**
Placeholder

**INCREASED
CONVERSIONS**
Place holder

**IMPROVED
RETENTION**
Placeholder

MY OUTCOMES

CURRENT CONVERSIONS

Note your current site visit to application complete rate

WHAT A 5% LIFT WOULD DELIVER

Increase the conversion by 5%, how many additional candidates would you receive?

CURRENT ATTRITION

What percent of your workforce exits each year?

WHAT A 2% REDUCTION DELIVERS

Decrease your turnover by 2%, how many people would stay? How many fewer open reqs would you have?

ABOUT AMPLIFY

Use this page to pitch!

We have over 20 years of consultancy experience in this area of business and we strive to achieve the following: develop, empower, enable and maintain.



DEVELOPMENT

According to Wikipedia, a news article discusses current or recent news of either general interest (i.e. daily newspapers) or of a specific topic (i.e. political or trade news magazines, club newsletters, or technology news websites).

A news article can include accounts of eyewitnesses to the happening event. It can contain photographs, accounts, statistics, graphs, recollections, interviews,

debates on the topic, etc. Headlines can be used to focus the reader's attention on a particular (or main) part of the article. The writer can also give facts and detailed information following answers to general questions like who, what, when, where, why and how.

Authors also tend to use quoted references because they can be helpful. References to people can also be made through the written

written accounts of interviews and debates confirming the factuality of the writer's information and the reliability of his source. The writer can use redirection to ensure that the reader keeps reading the article and to draw her attention to other articles. For example, phrases like "Continued on page 3" redirect the reader to a page where the article is continued.

MAINTAINANCE

While a good conclusion is an important ingredient for newspaper articles, the immediacy of a deadline environment means that copy editing often takes the form of deleting everything past an arbitrary point in the story corresponding to the dictates of available space on a page. Therefore, newspaper reporters are trained to write in inverted pyramid style, with all the most important information in the first paragraph or two. If the less vital details are pushed towards the end of the story, then the potentially destructive impact of draconian copy editing will be minimized.

Jeff Bridges is a senior UX designer at Scout. He's worked on award-winning apps such as Keystone, Rocket, and Flagship. Learn more about him on www.jeffbridgesdesigns.com

The usual test for a statement of fact is verifiability, that is, whether it can be demonstrated to correspond to experience.