



Video Strategy



A FRAMEWORK FOR SUCCESS

Presented by SparcStart

TABLE OF CONTENTS

SETTING THE STAGE

<i>Start with the vision</i>	3
<i>Build the business case</i>	4
<i>Clarify your brand message</i>	5
<i>Identify videos you need</i>	6
<i>Plan effective distribution</i>	10
<i>Evaluate technology options</i>	12
<i>Manage the naysayers</i>	13
<i>Measure success</i>	14

MAKING IT A REALITY

<i>Create the right videos for each stage</i>	
<i>Attract: insights and worksheet</i>	17
<i>Educate: insights and worksheet</i>	19
<i>Nurture: insights and worksheet</i>	21
<i>Apply: insights and worksheet</i>	23
<i>Interview: insights and worksheet</i>	25
<i>Offer: insights and worksheet</i>	27
<i>Pre-start: insights and worksheet</i>	29
<i>Onboarding: insights and worksheet</i>	31
<i>Repeat your successes</i>	32
<i>Amplify VMS</i>	33

VISUALIZE

Your end goal

A fully-baked, yet scalable strategy is within reach.



IMAGINE...

Sitting in a command center over a video library that is:

Complete | Approved | Targeted
Organized | Accessible | Shareable

That's where you are going.

You will have the content you need to support every stage of the candidate journey. Your video library will be focused and organized so every recruiter can share the right video, at the right time, with the right candidate.

Your employer brand will be accessible, engaging and credible.

You will be organized, in control, productive and delivering results.

Let's get started!

Video is not a nice to have.

Candidates not only need it, they expect it. They want a connection to you, your team, and your company. Video is critical to your overall communications strategy. Video connects your candidates. They need it in every stage of their journey. When you meet their needs, you reap the rewards. We're here to show you how.

DATA SUPPORTS YOUR GOAL

As consumers, we watch a lot of video. According to HubSpot, 78% of us watch videos online every week and 55% view online videos daily. We spent 86 minutes a day watching videos in 2019, according to eMarketer. Think about how many videos you watch when you are buying a product. A product we can return, or simply dispose of. The candidate experience is **far more** critical than the consumer experience, and we need to be planning for that.

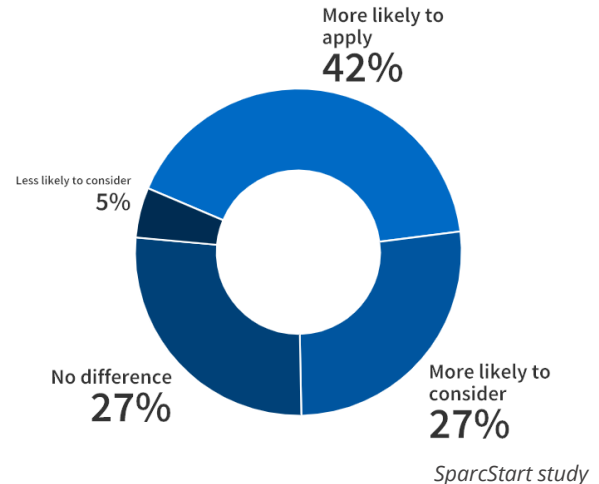
*Video makes
candidates 42% more
likely to consider a job,
and 27% more likely to
respond to a recruiter
or apply*

BUILD THE BUSINESS CASE

It's what candidates want

There are countless reasons why video is a key component in your recruitment marketing strategy. It's important that your leadership understands the real needs of the candidate audience, not just their informational needs, but their emotional needs. We have to meet those needs as recruitment marketing professionals. And we know those needs are NOT being met with text. For example, when a candidate sees a video of a hiring manager on a job description, they're more likely to apply. Video meets their needs.

Effect of receiving video from potential boss



IT'S WHERE THEY ARE



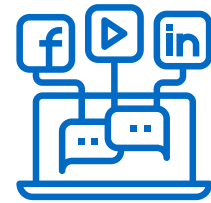
72%

Internet traffic that is video



86%

Use mobile for job search



90%

18-29 year olds use social media

AND IT WORKS...

2X

Job seekers stayed on the job description twice as long when it has video.

4X

People shared videos on job descriptions four times more frequently than text.

8X

Candidates clicked on video job descriptions eight times more frequently than text.



YOUR BRAND

What does your company stand for?
What makes you different?
Why would someone choose you?

These are the questions that your candidates want answered honestly. When you think about telling your company story, it's more than simply talking about a personal successes. It's about helping your candidates see how your company supports the people and lives its vision. It can be as easy as talking about Learning and Development, or how unique benefits or culture attributes impact the daily lives of your employees. These are the stories candidates want to see about your company.

Take a few minutes to note answers to the questions listed above in the gray box right there ->.

What does your company stand for?

What makes your company different?

Why does someone choose your company?

CHOOSE THE BEST CONTENT

To level set, it's important to understand your candidate needs. Once you acknowledge what your candidates need at each stage, you will be equipped with the tools to deliver the videos that your candidates need. If you need additional inspiration, the second column links to our blog series with additional insights and ideas.

	KEY CANDIDATE NEEDS	BLOG POSTS W/ MORE DETAILS
AWARENESS	<i>Exposure to opportunities and organizations.</i>	<i>Videos Candidates Crave - More attention and traffic right now</i>
EDUCATION	<i>Learning about organizations & their culture</i>	<i>Videos Candidates Crave - Show them the real you</i>
NURTURE	<i>Getting deeper education about an organization.</i>	<i>Videos Candidates Crave - Break down the big barriers</i>
APPLY	<i>That this is the right job, right org, right now.</i>	<i>Videos Candidates Crave - Boosting apps AND quality</i>
INTERVIEW	<i>Who, what, when, where, duration, next steps.</i>	<i>Videos Candidates Crave - Surprise and delight, interview style</i>
OFFER	<i>\$\$, Start date. Benefits. Career progression.</i>	<i>Videos Candidates Crave - Guarantee that YES to your offer</i>
PRE-START	<i>What to expect on Day 1</i>	<i>Videos Candidates Crave - The no-ghosting insurance policy</i>
ONBOARD	<i>Reinforce their excitement and their hopes.</i>	<i>Videos Candidates Crave - Onboarding with ease</i>



QUICK WINS FOR HIGH IMPACT

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: Awareness, then Education, then Application

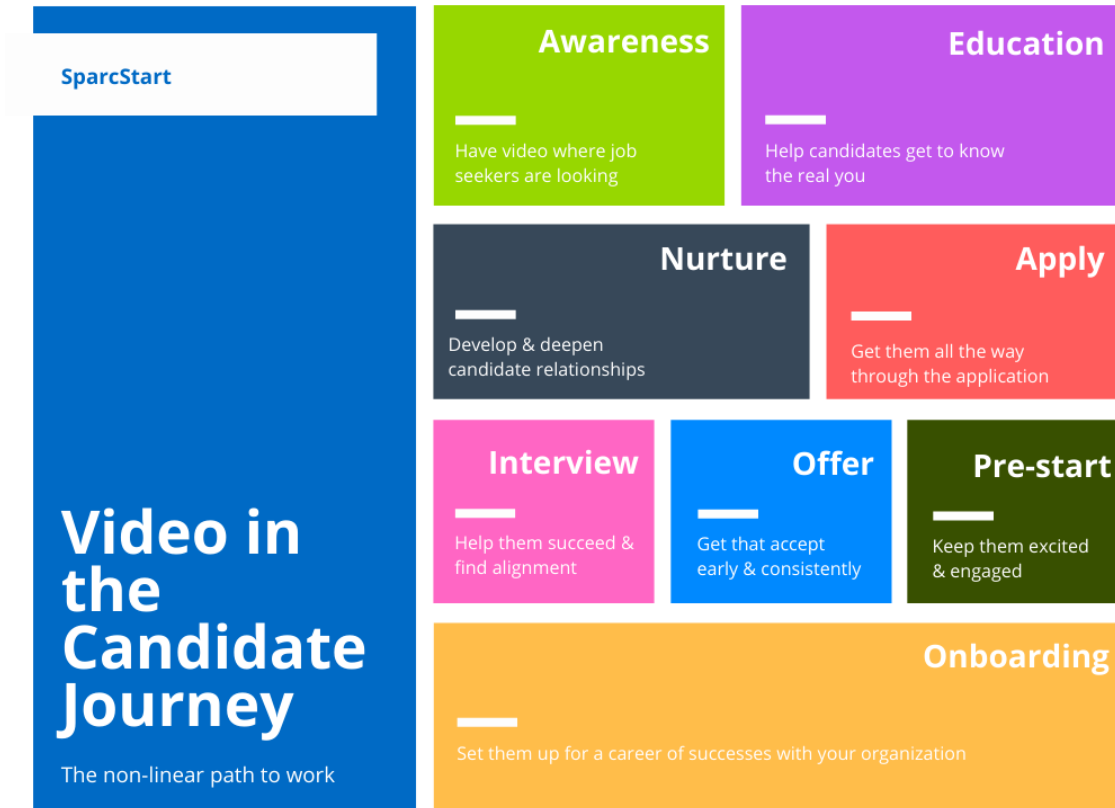
Poor quality candidates?

Start with Education, then Nurture, then Awareness

High turnover?

Start with Onboard, then Education, then Nurture

As the saying goes, you can't boil the ocean. To make this more approachable, we've included some easy ideas on how to start small, gain some level of mastery, and move onto the next stage of the journey that will make the most impact for your business. Approach this guide in a way that will work for you. Remember, you may already have video content you can use today. This guide will help you get the most of what you have, plan for what you need, and do more with less.



VISUALIZE WHO YOU'RE TALKING WITH

When you start developing any type of marketing strategy, it's key to understand the audience. They determine the success of your plan, but in Talent Acquisition, audiences are typically... complicated. To make this easier, we recommend you choose your own adventure. Think about your company structure, where the biggest needs you can impact quickly. With this in mind, select one segment, plan for that audience, then repeat with the next priority.

Typically, audiences can break down as follows:

- Divisions
- Functions
- Career Level
- Regions/geographies

The next page will walk you through your first exercise to prioritize an audience. This first audience will be the focus of your initial strategy. We will work to use video to move this audience through the journey.

AUDIENCE PLANNING

Think about a high priority audience for your company and use the space below to begin writing everything you know about this cohort. What do they do? What do they need to know? What information do they crave? What are their barriers to applying?

Access resources like the Bureau of Labor Statistics. Use your Google skills to find industry publications this audience may read to learn what is important to them. Make notes below. You'll use this to see what videos will help them progress in their journey.

MY #1 AUDIENCE

My audience is:

They need to know:

They want to know:

Their barriers to applying are:

AND THEN...

Once you've done your first bit of audience research, you will have a pattern to repeat for future audiences. You will be able to do the same thing for your second priority and so on. As you begin to understand your audiences and the types of information they crave, you will see results because you are meeting their needs. When needs are met, people can progress in their journey. Over time, you will have a series of these sheets covering the audiences that your company needs to attract, and hire.

MATCH CHANNELS TO CANDIDATE BEHAVIOR



Your career site is the lowest hanging fruit, but don't stop at the home page. Put your video content across the site so that you can increase your video content exposure.



Most people land on a job description and either apply or leave. Video on these pages are most likely to be seen and impact the next click. Put video where their eyeballs are!



People who opt into your CRM want to learn about you. This is an opportunity to use video to educate them through email. Video delivered in email connects the candidate more deeply to you.



So many social channels! Corporate, careers, personal, Facebook, LinkedIn, Insta, Twitter! Video and social are linked at the hip. Use social for awareness and education.



Video is going to drive events in the coming months. Think about how you can use video to engage your campus audience and drive participation, education, and application!



Think about the impact of sending one candidate who's on the fence a text with a link to a video from the hiring manager to help close the deal. SMS and video are memorable.

AMPLIFY THE MESSAGE THROUGH EMPLOYEES

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 single 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. This network effect gives you a cost-effective and winning strategy.

8X

YOUR TEAM IS THE KEY TO GETTING
YOUR VIDEOS OUT AND VIEWED

USE TECHNOLOGY TO BE MORE EFFICIENT

Let's face it, videos can be tough to manage. They are large files that are too big to email and tough to organize because you can't tag them. Can technology help? There are dozens of video management systems available and several that are designed specifically for Talent Acquisition. When you evaluate options, make sure they have the following

Tech feature	Why this is important to you?	This consideration is a priority for me?
Centralized hosting	Make it easy to access and share from one spot.	
App-less recording	Remove barriers for employees to record.	
Group video requests	Ask multiple people to record easily.	
Automated approvals	Let the tech save you time with automation.	
Unlimited user seats	Empower anyone, anytime to get and share videos.	
Video tagging	Make it easy to search, find, and share.	
One-click embedding	Get more ROI by using video everywhere.	
Social media share	Simplify upload as native content to boost visibility.	
Affordability	Don't break the bank.	

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 push back and how to combat them...

01 Know your numbers

Data confirms that video is critical to the candidate. When candidates see a hiring manager introductory video, 42% are more likely to consider a job, and 27% more likely to respond to a recruiter or apply. Candidates spend twice as long looking at a job description when it has video vs. text. 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 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 and tools that can support robust approval processes. 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 it doesn't have to be perfect. When I record myself (and I own a video management platform), it takes me at least 6 takes. It's ok to share those efforts 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.

TRACK METRICS THAT MATTER



BETTER QUALITY

When video is placed throughout the journey, your candidates are better educated and quality will rise.



INCREASED CONVERSIONS

You can expect to see your conversions rise because people have a deeper connection with your company.



IMPROVED RETENTION

Better educated candidates who know what to expect during the process will stay longer at your company.

MY OUTCOMES

CURRENT CONVERSIONS

Note your site visit-to-application-completion 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?

VIDEO STRATEGY

SPARCSTART



JOURNEY WORKSHEETS

AWARENESS

Learning about viable options for their next job

Informational needs:

Exposure to opportunities and organizations that would help them feed their family, or their passions

Emotional needs:

Hope and inspiration



01

SUGGESTED MIX

As you build your content library, plan for more employee generated content (EGC) than produced in the awareness phase. Think 4 EGC videos for every produced one.

02

IDEAS

Focus on messages from hiring managers and leaders at your company: What you stand for, a deeper look at your culture., new hire testimonials.

03

CALLS TO ACTION

The CTA must be personal, action-oriented and urgent. For example: Learn more about our company. find your next job today. join our talent community.

04

DISTRIBUTION

Go mass distribution in this stage. These videos should be amplified through your current employees, your career site, job descriptions, and social.

05

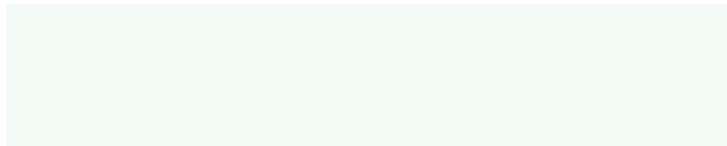
THE EXTRA MILE

The videos you're creating can be re-used across the journey, use them. Consider putting that hiring manager video right on the job description and watch the clicks fly.

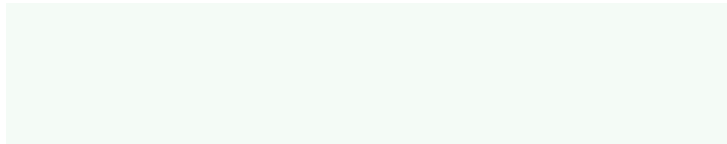
Video in Awareness

Think through the audience, your brand, and the ideas above. How can you get someone who doesn't know you to pay attention to you when they need something new and exciting?

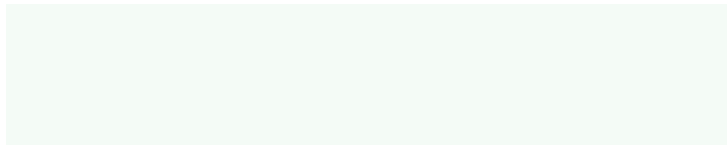
VIDEOS I HAVE
TODAY



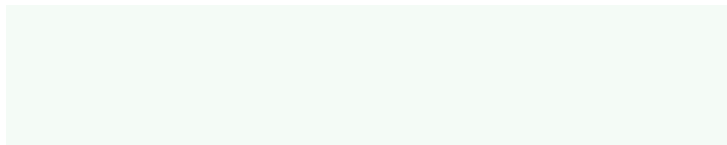
VIDEOS I MAY
NEED



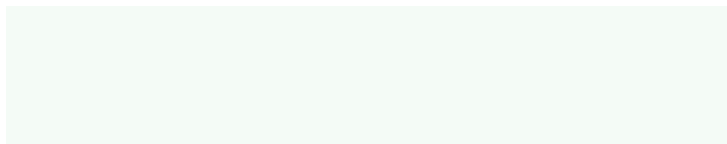
WHO COULD
HELP?



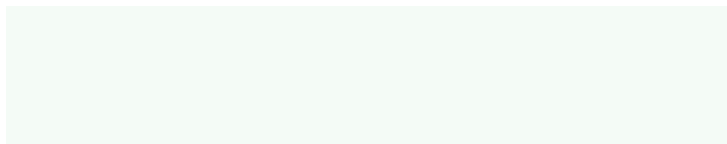
CALLS TO
ACTION



WHERE WILL I
SHARE VIDEOS?



STRETCH IDEAS



EDUCATION

Learning about specific companies and their culture

Informational needs:

What it's really like to work with you and what are the specifics of the job?

Emotional needs:

Seeing potential alignment with the organization, manager and job



01

SUGGESTED MIX

Because the barriers are specific to jobs and teams, produced video falls flat here because it can't scale. Your mix should be 90%+ employee generated video.

02

IDEAS

Candidates want to see division leaders, hiring managers, line employees, and teams. Videos should cover the meaning of your values, team insights, a day in the life

03

CALLS TO ACTION

The goal here is to move this candidate to the point of opting in to learn more. Calls to Action on education videos are: get the inside scoop, connect with us, join us.

04

DISTRIBUTION

Education videos should be shared by your employees, on your career site, job descriptions, and across social channels.

05

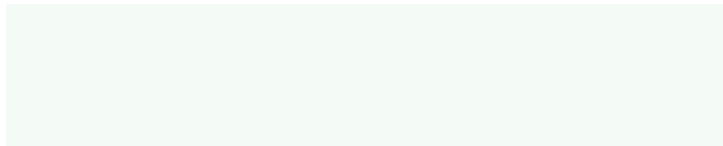
THE EXTRA MILE

Get specific when it comes to talking about culture and values. If you're company puts the customer first, talk about a time that you did that. Paint a clear picture.

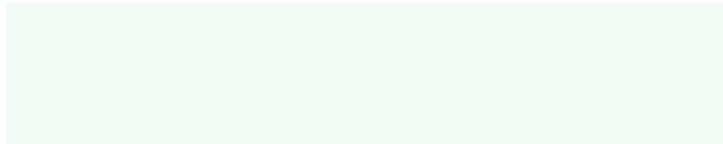
Video in Education

Videos in education have to be real, honest and paint a clear picture to break down the audience barriers. Plan specifically how you will break down those barriers.

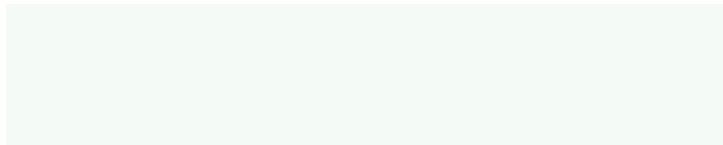
VIDEOS I HAVE
TODAY



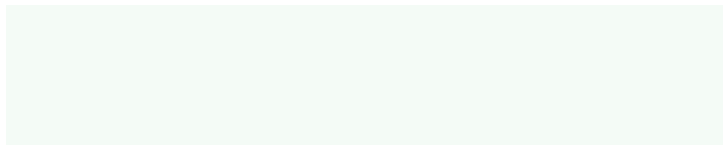
VIDEOS I MAY
NEED



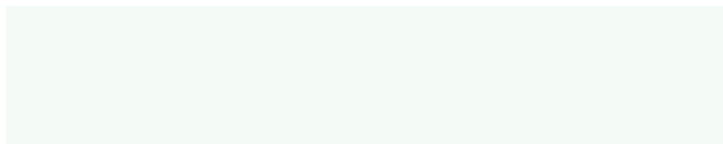
WHO COULD
HELP?



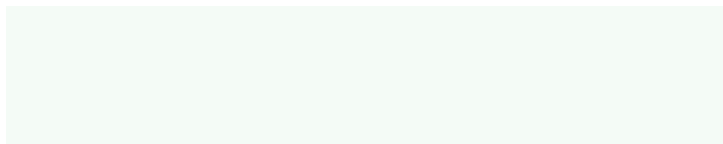
CALLS TO
ACTION



WHERE WILL I
SHARE VIDEOS?



STRETCH IDEAS



NURTURE

Getting deeper education about an organization

Informational needs:

Insider information and insights into new opportunities, the team and the organization

Emotional needs:

Deeper connection and insights



01

SUGGESTED MIX

The audience wants deeper connection to your organization. They want insider information. Re-use produced videos sparingly. The mix should weight heavily to ECG.

02

IDEAS

Employee testimonials, team testimonials, manager insights, inside the culture, benefits, learning and development, what we do that's different.

03

CALLS TO ACTION

We want them to learn enough to complete the application. CTA here should be very straight-forward: apply now, send your application, join us.

04

DISTRIBUTION

These videos should be shared via employees on their social channels, your social channels, and into emails and texts from recruiters. You can also share via your CRM.

05

THE EXTRA MILE

Take the ideas and make them very "Inside Baseball". Go deep on the details. Tell them what a team meeting is like, tell them challenges you are overcoming.

Video in Nurture

Candidates are starting to commit time and information to get deeper insights, provide that to them. Help them screen themselves in and out based on your videos.

VIDEOS I HAVE TODAY

VIDEOS I MAY NEED

WHO COULD HELP?

CALLS TO ACTION

WHERE WILL I SHARE VIDEOS?

STRETCH IDEAS

APPLY

The Transaction!

Informational needs:

Assurance that this is the right job for them right now

Emotional needs:

To feel confident they have a chance to get the interview



01

SUGGESTED MIX

Similar to the Education phase, the videos here should be nearly all Employee Generated to build the confidence needed to make that click.

02

IDEAS

Clicking apply on the job description is easier if they can see a hiring manager introduction, a tour of the location, a typical day, and/or an introduction to the team.

03

CALLS TO ACTION

Anything but "Submit"! Think complete my application, finish my application, send my application, or even tell our recruiter HI! Anything but "submit," it's science.

04

DISTRIBUTION

These videos can be embedded in the application. They could also be sent to a candidate via email/text by a recruiter if they abandon an application.

05

THE EXTRA MILE

Think of the impact of sending a text to a candidate with a link to a hiring manager telling them they would love to see them apply. Applications would come from that text.

Video in Apply

Getting the candidate to the transaction is not the end of the journey, it's simply the transaction. Think about how what they need to get all the way through the app.

VIDEOS I HAVE
TODAY

VIDEOS I MAY
NEED

WHO COULD
HELP

CALLS TO
ACTION

WHERE WILL I
SHARE VIDEOS?

STRETCH IDEAS

INTERVIEW

The dance to determine alignment

Informational needs:

Who, what, when, where, what to wear, duration and next steps

Emotional needs:

They want to feel like you are as excited as they are and that you are invested in their success



01

SUGGESTED MIX

You can re-use some of your produced video here as a hype reel for the candidate, but you will want to balance your mix heavily with employee generated videos.

02

IDEAS

Think about a CONGRATS! message from recruiter. Also consider a video on what to expect in the interview, interview prep, and video or in-person interview tips and tricks.

03

CALLS TO ACTION

They will want to click on a video you send them at this stage, but use your CTA to convey excitement. Think: nail your interview, or launch your interview now.

04

DISTRIBUTION

These videos will likely be shared through email or text. The more general interview tips could also live on your career site to help prep candidates who are not yet to that stage.

05

THE EXTRA MILE

If you use case studies or skill assessments, give candidates a preview of what they will experience.

Video in Interview

This is an exciting time for the candidate. They will want to know a lot of information, but they will also want to be celebrated, let's craft a plan to do both!

VIDEOS I HAVE
TODAY

VIDEOS I MAY
NEED

WHO COULD
HELP

CALLS TO
ACTION

WHERE WILL I
SHARE VIDEOS

STRETCH IDEAS

OFFER

Closing the transaction

Informational needs:

How much \$\$, start date, benefits, career progression and resources on the job

Emotional needs:

Anxious about the unknown and quitting their current job



01

SUGGESTED MIX

There should be limited produced video and rely mostly on employee generated videos to convey the team and manager excitement of offering this job to the candidate.

02

IDEAS

Hiring manager messages explaining what was special about the candidate and why the offer was made. Learning & development, benefits, culture videos are also useful.

03

CALLS TO ACTION

Some CTA that may work well are Please join us. So Excited, let's get Started. Use the call to action to convey excitement to quell any anxious feelings.

04

DISTRIBUTION

Similar to the Interview, videos will be shared through email. The more general learning and development video could also live on your career site to entice candidates to opt in.

05

THE EXTRA MILE

Have the division head record a quick clip with a "welcome to the team" message. Record one message without the candidate name and re-use.

Video in Offer

Be mindful of the candidate's emotions. This is both exciting and scary. What kind of info can you share to ensure the offer accept and start date confirmation.

VIDEOS I HAVE
TODAY

VIDEOS I MAY
NEED

WHO COULD
HELP

CALLS TO
ACTION

WHERE WILL I
SHARE VIDEOS?

STRETCH IDEAS

PRE-START

Closing out their last job before they join you

Informational needs:

Where and when to show up, what to expect on Day 1, who will they meet, where should they park

Emotional needs:

Re-assurance of their decision, give them confidence to resign elegantly



01

SUGGESTED MIX

This stage will use a bit more produced video than other stages. Produced video helps the new hire feel confident and excited. Employee generated ties it all together.

02

IDEAS

Calm nerves and create excitement with coworker introductions, how we are working from home/back in the office, first day preview, training welcome, logistics and lunch.

03

CALLS TO ACTION

Keep these CTAs simple, direct and exciting, yet personal. Think: can't wait to see you, hit us up for lunch, map this coffee shop now.

04

DISTRIBUTION

These videos will be distributed via email and text, or hosted on a private server. Videos may be sent by recruiters, team members, and managers.

05

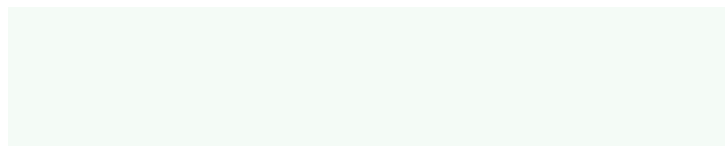
THE EXTRA MILE

Hearing from a future teammate goes miles with your new hires. Get them excited about what's to come through previews, connection, and information.

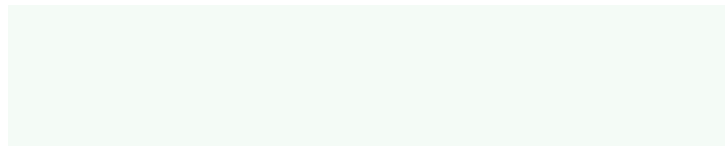
Video in Pre-Start

Take a trip down memory lane and think through the video you would have wanted before you started your job. Make those notes below to start impacting show rates.

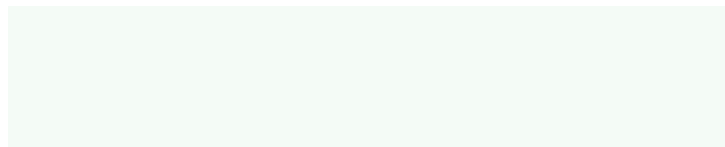
VIDEOS I HAVE
TODAY



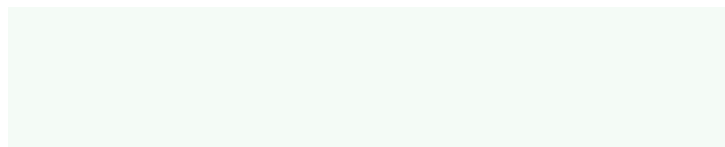
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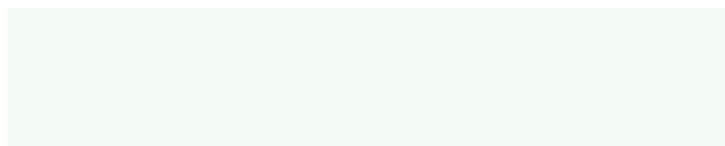
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HELP?



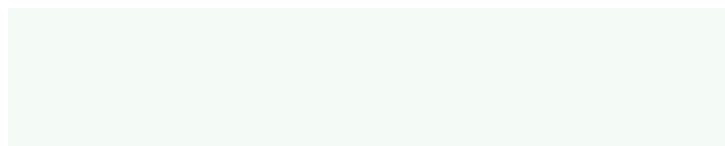
CALLS TO
ACTION



WHERE WILL I
SHARE VIDEOS?



STRETCH IDEAS



ONBOARDING

That first day, series of days to get started

Informational needs:

All administrative things are ready for them

Emotional needs:

Reinforce their excitement to start and their hopes for a bright future with you



01

SUGGESTED MIX

You can use a near equal mix of produced and employee generated. Produced videos have gravitas, and the employee generated brings warmth and personalization.

02

IDEAS

Think about: our values, intro to benefits, introduction to key contacts, team overview, the work we are doing, the impact you will have, the days ahead, your first 90 days.

03

CALLS TO ACTION

Your CTA here should give them confidence and contacts for questions. Example: Need more, call HR, see benefit details, review benefits now, complete your payroll info now.

04

DISTRIBUTION

These videos should be shared via a privately hosted site in a secure way, as the content may include proprietary information that is useful only to new hires.

05

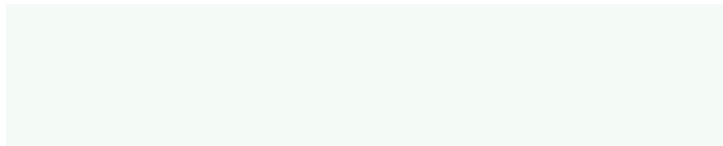
THE EXTRA MILE

Ask the new hire to contribute a new hire testimonial about their experience getting hired and getting started. This can create an ongoing loop of fresh video content.

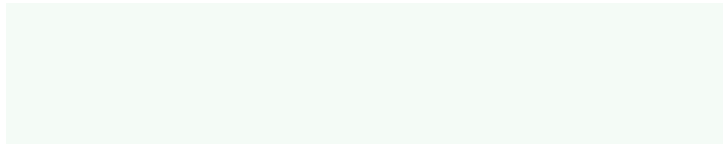
Video in Onboard

The last step in your strategy feeds the strategy. Think about the videos people need as a new hire. Then look at how can you leverage their excitement to create more video.

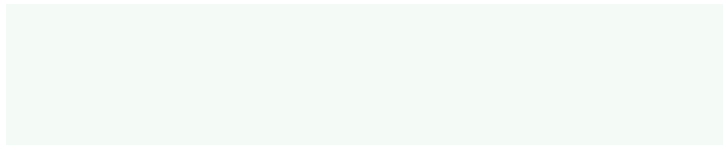
VIDEOS I HAVE
TODAY



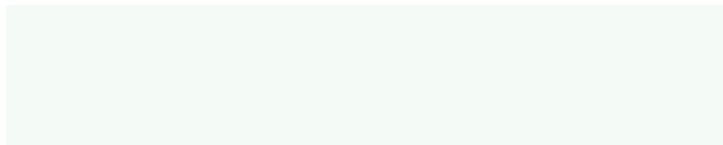
VIDEOS I MAY
NEED



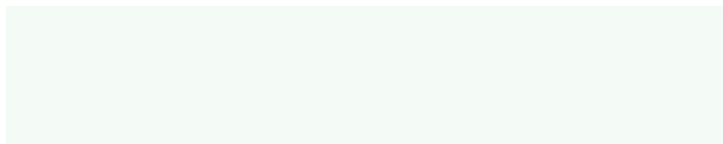
WHO COULD
HELP?



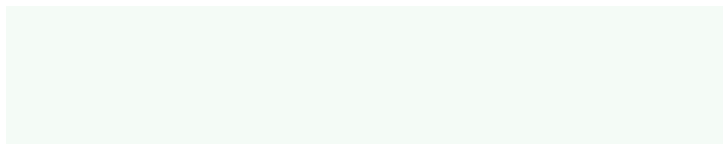
CALLS TO
ACTION



WHERE WILL I
SHARE VIDEOS?



STRETCH IDEAS



YOU GOT THIS!

This guide is designed to be all-encompassing, however, like anything, it's important to be agile. Agility will help you get things released 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. Go back to your outcomes and determine what stages in the journey will solve the biggest problems your organization faces. Start with those sections in the Framework, then test, and repeat.

AGILITY = RINSE, REPEAT



01

ASSESS ASSETS

See what videos you already have. See what is valuable to the audience.

02

MAP TO JOURNEY

See where the videos you have can be used to meet the audience's needs as noted above.

03

FIND A CHANNEL

Take the video you already have, that will meet a need, and place it on a new channel.

04

TEST & MEASURE

Run the video for a week. See if the metrics you noted in the framework have improved?

SUCCESS IS JUST A STEP AWAY



VIDEO MANAGEMENT SYSTEM

Get real ROI out of your video strategy

You probably have video assets everywhere. You're developing an well-planned video strategy. If you want it to really work and deliver the results you're seeking, you need a tool to create, manage, organize, and distribute the content your candidates want. And it needs to be easy. Because if it isn't easy, it won't work.

Amplify is that tool.

Amplify is a state-of-the art video management system. Video Management empowers you to execute your video strategy seamlessly, making it simple to create new videos, get them approved, organized and in the hands of the people who can share them. Video Management gives you control over your video strategy to simplify every aspect of the sometimes daunting world of video.

Streamline

Organize all of your videos in one place with simple approval processes and one-click link sharing.

Do more with less

Take the videos you have and get them to your recruiters, hiring managers and teams to share widely.

Take control

Imagine how far your strategy can go by having a central place to host, distribute, govern and share.

See Amplify in Action.
Schedule a demo today.
INSERT DEMO LINK

