

Mastering the recruitment funnel with content

Turn cold candidates into warm candidates. The right content strategy will nurture a person throughout their journey.



People consume content that is relevant, adds value, and inspires!

Top reasons people engage with content:

62%

it's educational or informative

61%

it's relevant to me

48%

to stay on top of the latest trends

40%

it's inspiring

38%

it helps with skill development

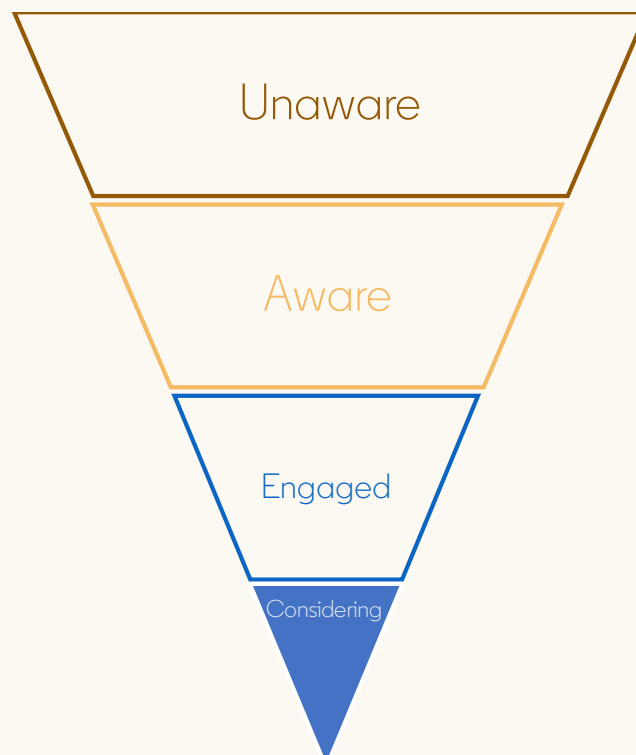
content goals

Enjoyable, helpful content that brings awareness to your brand as a potential employer

Content that sparks interest and trust in your brand as an employer

Tailored content that builds engagement and helps potential candidates self-assess for culture fit

Personalized content that reinforces the candidate's choice in applying and leads to a good candidate experience



content types

- Thought leadership articles
- Career tips
- Industry news
- Photographs of life at your company
- Videos
- Subject matter expertise
- Career Pages
- Company news and updates
- Employee testimonials
- Emails/inMails
- Dedicated microsites
- Job postings
- Pipeline Builder

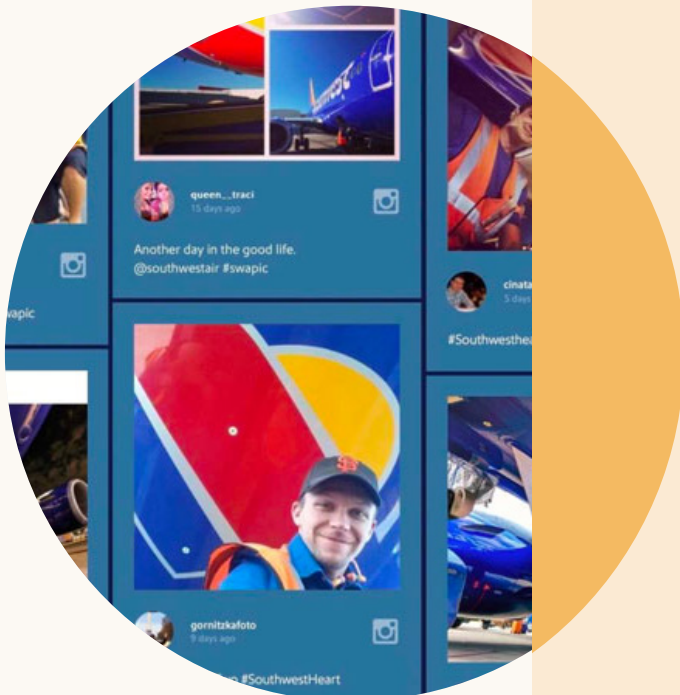
Use authentic images

Use real people and employees or imagery that's representative of your brand - use authentic images

What makes this so effective?

By sharing a peek at what employees do when they're not in front of a computer, Toyota revealed the emphasis they place on teamwork, altruism, and joy in the workplace.

The video used is not polished or too "corporate" – it was shot on a mobile phone. It feels real and relatable. No matter the company size or budget, anyone can make a video!



Consistency drives recognition

Develop a distinct brand that immediately resonates with your audience - aim for instant brand recall

What makes this so effective?

Southwest translated its purpose - putting people first - into a visual symbol that candidates would see and recognize. The heart symbol combines the colored stripes people already associate with the tails of Southwest's planes, and the concept of customers and candidates being the company's "heart".

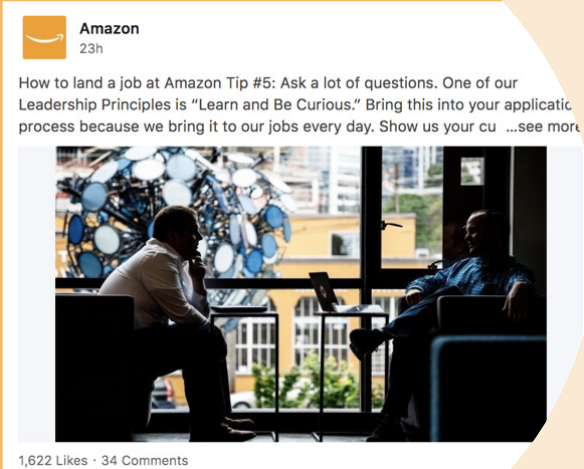
It struck a chord, and employees began to touch the heart when boarding an aircraft and take selfies with it to post on social media. It's now an easily identifiable symbol integrated into most of Southwest's employer branding.

Let your insights shine

Don't hide your great insights behind a click - demonstrate immediate value

What makes this so effective?

Amazon did a series of posts featuring interview tips. This example showcases a tip encouraging candidates to “Ask a lot of questions.” This post instantly adds value to the audience because the tip is front and center. The viewer doesn't have to click any further to read it.



Take risks and be creative

Stand out with creativity - take a unique approach to your messaging

What makes this so effective?

A recruiter at music streaming giant Spotify found a [creative way](#) to make candidate outreach even more fun—by sending a message in the form of a playlist.

The playlist, entitled “Join the Band?” featured an eclectic mix of music whose song titles spelled out a hidden message, letting potential candidates know that Spotify is interested in talking to them.

What makes Spotify's idea so brilliant, besides how quirky and unexpected it is, is the fact that it makes the company's own platform an integral part of the process. This is a clever way to get the candidate excited about working at Spotify, giving them a compelling feel for the company's employer brand.

