

5 WAYS TO IMPROVE YOUR TALENT ATTRACTION STRATEGY



#VIDEOLs TALENT ATTRACTION



Nicholas Wyman, CEO of the Institute of Workplace Skills and Innovation, recently published an [article](#) with CNBC discussing the disconnect between the number of unemployed, underemployed and unfulfilled jobs in the US. He says that our nation is facing a “grave” problem.

Why is there a disconnect? There are not enough people with the practical skills that are required for the unfulfilled job openings. Wyman says, “It’s Time to Skill Up, America!” So now what?

For the first time in a long time, with low unemployment rates and rising hiring needs, we are faced with a candidate-driven market. Everyone is competing for top talent and passive job seekers are golden.

Here are 5 ways to improve your talent attraction strategy:

1. IMPROVE YOUR SEO (SEARCH ENGINE OPTIMIZATION)

To put it simply, SEO is the process in which people improve their website's ability to be organically found by search engines, like Google. Did you know that **80% of job seekers start**

their search on Google? This means that you need to think about how to optimize your postings so that they are easy to find by job seekers. Did you know that video ranks higher on search engine results? So if you want to find a way for job seekers to find you easier, video can help you achieve that. And, with the right video technology, you can attract and TRACK your candidates.

2. MAKE A MOBILE STRATEGY

A report was released in April 2015 by [Pew Research Center](#) in association with the John S. and James L. Knight Foundation. In the report, it stated that 64% of Americans are now smartphone owners. When it comes to talent acquisition strategy, the report revealed most interesting results about job seeker behavior. 43% of smartphone users say that they have looked up information about a job on their smartphone and 18% of users say they have used a smartphone to submit a job application. According to Beyond.com, they released another interesting study showing that 77% of job seekers use mobile apps in their search. The stats are even higher outside the US being that 88% of Japanese users access the Internet on mobile devices every day.

Take into account statistics of video viewers on smartphones, as well. The Interactive Advertising Bureau ([IAB](#)) released a new comprehensive survey that found video consumption on smartphones has risen, with 50% of US respondents reporting watching videos on his or her smartphone.

3. LEVERAGE VIDEO

Why use video in your recruitment strategy? I think the real question is, why not? A potential candidate learns and retains up to 60% more about a job by watching a video versus reading text alone. It helps a candidate choose to opt in or opt out of the application process, giving recruiters more qualified candidates, which leads to less screening time. Videos are easy to view on mobile devices and easy to share on social media, giving a job video the potency to really go viral. Also, video is easy to track with the right partner, a partner that offers up-to-the minute metrics on where your videos are viewed and shared, as well as how many applied.

4. SELL YOUR ENVIRONMENT, NOT JUST THE JOB

Companies are looking for a culture fit, and, so is the candidate as well. A candidate wants to “fit in” at work because we all spend a lot of time there. Employees who work in a culture that they enjoy are happier overall. So, if you want to attract talent, showcase your culture. A cultural video can do that. It is also a great way to show diversity.

5. TRACK AND LEARN

How do you know where candidates are viewing your postings the most? How do you know where candidates are applying the most? If you can track that type of data, you can definitely improve your talent acquisition strategy. If you have taken the

recommended steps above with both video and mobile, you have a compelling message candidates are willing to share. This means you are not only tracking where you are sourcing but where they are sharing your jobs. Again, with the right video partner, you can do that.

HOW CAN DIGI-ME HELP YOU ATTRACT TOP TALENT?

Digi-Me provides intelligence on where candidates are viewing your company's video. Digi-Me Candidate Expectation Videos, Cultural Videos and Job Videos are trackable, with reports that measure the number of views and shares by each source and they fully integrate with your ATS! Not to mention, Digi-Me videos can be viewed on any mobile device.

Are you ready to let technology help you get across the right message about your application process, company culture and open positions? Reach out to a Digi-Me representative today to learn a better way to communicate to candidates during the recruiting process. Visit www.digi-me.com or visit info@digi-me.com.

