

# Compel Candidates to Apply Using Video

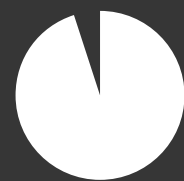
When searching for a new job, or entering a new stage of their career, candidates aren't just looking to check a box on location, industry, and salary. They need to know—really believe—that the choice they are making is a good fit. That the company will prioritize what's important to the candidate, as well as to the business. That there's an appropriate way to grow in the role and move upward in the organization. And most important, that the company "gets it."

But what will compel these candidates? How can **recruiters** ensure that a candidate feels great about culture, and also about the job functions? The answer is video.

## Video is the Right Match for Employers

Highlight the unique aspects of your company, culture and people with a custom video. The storyboard and customized script are the building blocks to generate emotion and trust with potential job seekers, while showcasing your open positions. Your employees will be the star of your story – sharing what motivates them, what makes your company special. Your offices will set the backdrop – showcasing your workplace and the unique work environment you've cultivated.

To **ensure that passive and job seekers see this video**, a multi-platform video distribution campaign is included in our comprehensive recruitment marketing solution.



**95%**

**Viewers retain 95% of a message when they watch it in a video, compared to 10% when reading text**



**Video brings your company, culture and people to life** – it highlights your best assets.



**Video's versatility makes an impact** throughout the decision-making process from awareness, to decision, through to application.

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## Getting Started on a Video Strategy

### ✓ Set your goals.

What do you want to achieve by using video in your recruitment process? Do you want to attract more qualified candidates? Improve your employer brand? Explain your hiring process? Once you know your goals, you can start to develop your video strategy.

### ✓ Choose the right format.

There are many different ways to use video in recruitment. You can create job postings, company culture videos, explainer videos, or even interview videos. The best format for you will depend on your goals and your target audience.

### ✓ Keep it short and sweet.

People have short attention spans, so make sure your videos are short and to the point. Aim for videos that are no longer than two minutes.

### ✓ Be authentic and engaging.

People can spot a fake from a mile away. So, be yourself and let your personality shine through in your videos. Make sure your videos are engaging and interesting to watch.

### ✓ Measure your results.

Once you've started using video in your recruitment process, it's important to measure your results. This will help you track your progress and see what's working and what's not.

## Here are some examples of how you can use video in your recruitment efforts:



### Job postings

Create short videos that introduce your company and the open position. This is a great way to give candidates a sense of what it's like to work at your company.



### Company culture videos

Show off your company culture and what makes your company a great place to work. This is a great way to attract candidates who are a good fit for your culture.



### Explainer videos

Explain your hiring process in a clear and concise way. This can help candidates understand what to expect and avoid any surprises.



### Interview videos

Use video interviews to assess candidates' skills and fit for the role. This can be a great way to save time and money.

Video can be a powerful tool for improving your **recruitment process**. By following these tips, you can use video to attract more qualified candidates, improve your employer brand, and explain your hiring process.



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