



Attraction – What works and how should you use it?

Nick Thompson





**How to find out what works
and what doesn't**

More than a gut feeling

Typical Tracking

Views

Completed
applications

Offer accepted

Started



What you should be tracking

Views

Clicks

Apply
launches

Completed
applications

Screening

Assessments

Manager
review

Interview

2nd interview

Offer

Offer
accepted

Started

Passed
probation

Promoted



2

**Where to start with an
attraction strategy**



Do you really know your audience?



Chad: Busy Professional

- Demographics**
- Age: 35 – 55
 - Will spend \$ on Quality food/drink
 - Daily coffee = important
 - Enjoys Social Media
 - Needs to be up to date
 - No time for lengthy articles

- Goals**
- Wants Quality, upscale coffee
 - Coffee to share a office
 - Must be delivered

Market Size • 335,000 - 369,000

Quote *"I use to like going to coffee shops but now I work so much I just don't have the time. What I want is good coffee right here where I work. I don't have time to go out to get it."*



Sally: Busy Mom

- Demographics**
- Age: 30 – 55
 - Time strapped: career & family
 - Spends very little time on herself
 - Coffee = an indulgence
 - Internet proficient
 - Enjoys & shares on Social Media

- Goals**
- Drinks high quality craft coffee
 - Wants coffee delivered
 - Learn about coffee: share on Social

Market Size • 5.6 Million

Quote *"Oh, I love coffee. I love REALLY good coffee. I just don't have the time anymore to sit at a coffee shop and enjoy it. Life is really busy, but I would still love to have a great cup to enjoy in the morning and weekends."*



Heston: Coffee Guru

- Demographics**
- Age: 20 – 35
 - Enjoys the art of drinking coffee
 - Knowing his coffee is as important
 - Enjoys researching each roast
 - Very active blogger / social media

- Goals**
- Drinks & reviews the BEST coffees
 - Know details about EVERY bean
 - Variety and novelty is important

Market Size • 1,800 → influences ~200,000

Quote *"I live to drink the best quality coffee I can find. It's a thrill to find a rare blend and roast that is aromatic, tantalizes the taste buds, and perks the mind and body. I want to know the story behind every cup I drink, too."*



What does your audience want to know?

Recruiters:

What do you think attracts candidates to your company?

- 1 Company culture
- 2 Company reputation
- 3 Challenging work

Candidates:

What information would be helpful when considering a potential employer?*

- 1 Culture and values
- 2 Perks and benefits
- 3 Mission and vision

LinkedIn Global talent trends 2017



What does your audience want to know?

What swayed you to accept your current company's job offer?*



**Better compensation/
benefits**



**Opportunities for
career advancement**



Challenging work

LinkedIn Global talent trends 2017



3

Change things up

**2016 the year that changed
the world**



BREXIT

National Unemployment Rate

	Jan.
2016	4.9
2015	5.7
2014	6.6
2013	7.9



Where to start



Match your media to your audience



Your adverts are a minute too long!



**Your candidates don't buy from
your CEO**



U B E R



Include videos in your adverts

Hear from some of the Sales & Retention team in Stoke





4

What's out there that you should be using?

Just a few of the things we have tried

The logo for JobViddy features the word "JOBVIDDY" in a bold, black, sans-serif font. The letter "O" is replaced by a colorful play button icon with segments in orange, green, and blue.The logo for Job Today consists of the words "JOB" and "TODAY" stacked vertically in a white, bold, sans-serif font, centered within a red rounded square.The logo for Meet & Engage features the words "MEET &" and "ENGAGE" stacked vertically in a grey, sans-serif font. Below the text are three small yellow dots.The logo for JobsThe Word features the words "JobsThe" in a grey, sans-serif font and "Word" in a white, sans-serif font inside a red speech bubble shape.The logo for Monster is the word "MONSTER" in a bold, purple, sans-serif font.The logo for unfindables features the word "unfindables" in a white, lowercase, sans-serif font on a dark green background. A red pill-shaped badge with the word "BETA" in white is positioned to the right of the text.The logo for Indeed features the word "indeed" in a blue, lowercase, sans-serif font. A blue arc above the letter "i" suggests a person's head and shoulders.

5

**Who are you competing
with?**

**The list is longer than you
think**



Who are we competing with?



Villa in Lagos

€285,000 Beds: 3, Build: 160 m²;

Portugal Property



5,547 Sales jobs in Reading



Sponsored

Create Ad



Upload now with Vimeo PRO

vimeo.com/professionals

"Vimeo has that edge of product sophistication." –
Mac Premo, uploading since 2010

Looking outside of our industry



MADE × UNBOXED





**Any
questions?**