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

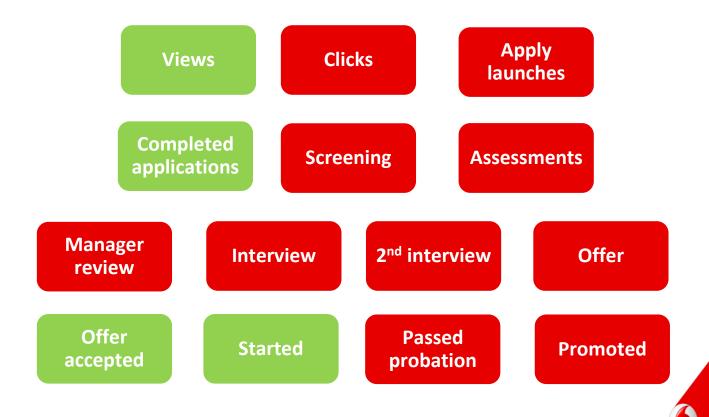
Typical Tracking

Views Completed applications

Offer accepted

Started

What you should be tracking



Where to start with an attraction strategy

Do you really know your audience?

Chao	d: Busy Professional	s	ally: Busy Mom	Her	ston: Coffee Guru
Demographic	 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 	Demographic	 Age: 30 – 55 Time strapped: career & family Spends very little time on herself Coffee = an indulgence Internet proficient Enjoys & shares on Social Media 	Demographic	 Age: 20 – 35 Enjoys the <u>art</u> of drinking coffee Knowing his coffee is as important Enjoys researching each roast Very active blogger / social media
Goals	 Wants Quality, upscale coffee Coffee to share a office Must be delivered 	Goals	 Drinks high quality craft coffee Wants coffee delivered Learn about coffee: share on Social 	Goals	 Drinks & reviews the BEST coffees Know details about EVERY bean Variety and novelty is important
Market Size	• 335,000 - 369,000	Market Size	• 5.6 Million	Market Size	 1,800 → influences ~200,000
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."	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."	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 <u>tastebuds</u> , 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

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?*



44%

Better compensation/ benefits

Opportunities for career advancement



Challenging work

LinkedIn Global talent trends 2017





Change things up

2016 the year that changed the world



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



Include videos in your adverts





What's out there that you should be using?

Just a few of the things we have tried











indeed







Who are you competing with?

The list is longer than you think

Who are we competing with?



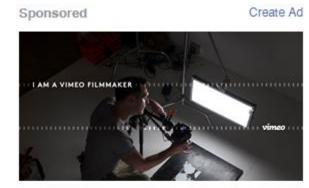
Villa in Lagos €285,000 Beds: 3, Build: 160 m² Portugal Property



5,547 Sales jobs in Reading







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Looking outside of our industry



MADE × UNBOXED

IT ALL STARTS WITH A DATE



Any questions?