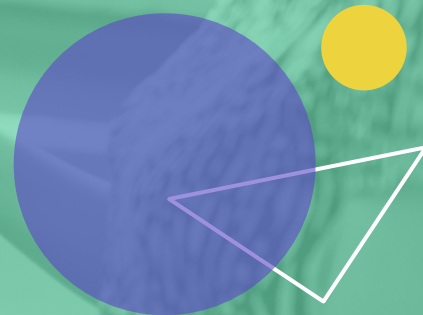




# BUILDING PERSONAS

---

For Relational Recruiting







# Maren Hogan

Red Branch Media CEO & Founder

15+ years as a seasoned marketer and community builder in the HR and Recruiting industry.



Grew up in rural area

Used to the idea of  
farming and small town  
life

Education

“Get back to the farm”



# Personas

1. Who this person is
2. What they do all day
3. What issues keep them up at night



# CASTING CALL



Picture your new hire as if they were in a movie.



# FORENSIC EVIDENCE



Once you have created a sketch of your persona, go through LinkedIn profiles to what their colleagues do, read, how long they have been in a certain position and groups they're in.



# WRITE THE SCRIPT



Figure out what makes them tick, use the info gleaned from people like them to gauge whether they listen to Spotify or Pandora, value work-life balance over money or are due for a move in the next 6 months.

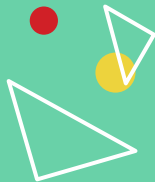




# STEP 1

---

## Create Job Family Personas





# Make the Candidate the Star of the Ad

---

- Age Range
- Education
- Skill Level
- Career Goals
- Personality Type Most Successful in the Role







- What motivates your candidate?
- What are they looking for in an employer?
- What are their hobbies and interests?
- What kind of work/life balance benefits them the best?
- What challenges stem from their upbringing?
- What are their long term professional and personal goals?
- What objections may they have to working in your industry or company?
- What life-stage are they currently in? What milestones have they met or what milestones do they expect in their future?



- Survey Monkey
- QZZR
- Facebook
- LinkedIn
- Professional Hubs
- Quora
- Reddit
- ...ASK!











# Candidate Persona Title

## ● Personal

- Lifestage
- Background/ Upbringing - Morals
- Background/ Upbringing - Challenges
- Work/Life Balance Needs
- Personal Goals

## ● Professional

- Workforce Expectations
- Workplace Expectations
- Professional Goals



**MAKE THE CANDIDATE  
THE FOUNDATION OF  
YOUR DECISION**

---



Grew up in rural area

---

Is getting his business  
degree, but doesn't know  
what to do after school

---

Doesn't mind relocating

---

Has the desire to make  
money fast

---



# PROTEIN CO

## BUSINESS MAJOR



Doesn't want  
a desk job

Craves fast paced  
environments

Used to working  
in crisis situations

Adapts well to  
working odd hours and/or  
changing  
work schedules



# PROTEIN CO

## EX-MILITARY/VETERAN PERSONA



Hardworking and  
disciplined

---

Knowledge of heavy  
equipment and safety skills  
for operating heavy  
equipment

---

Desire to relocate and  
move out of rural area

---

Conservative values, passionate  
about beliefs, set in their ways

---



# PROTEIN CO

## RURAL PERSONA



Experience in a corporate  
or lab environment

Seeks structure and  
stability before other work  
rewards

Enjoys teamwork and is not  
individualistic in nature

Is attracted not by  
compensation as much as by  
benefits and family “feel”.



# MIDWEST PHARMA



Education is very important  
to them and status drives  
them

Seeks status and is  
likely an introvert by  
nature

Highly focussed on  
a specific goal and wants  
to contribute to a larger  
body  
of work

Experienced working in  
other “innovation labs” in  
Boston



# CAMBRIDGE PHARMA



Post-doctoral

---

Might want to continue  
education in the form of  
conferences and classes

---

Experienced career scientist

---

Crave prestige as a  
motivator and the ability to  
have flexible work hours

---



# SAN DIEGO PHARMA



45-55 to years old

Financial administration  
and oversight of funds and  
reports to CFO

Well-versed in the B2B  
environment, specifically  
around finance

Oversees operations related  
to the funds



# FINANCE EXEC BACKGROUND/JOB





Highly analytical

Manages time well

Evaluated on management skills  
and communication

Terrified of falling behind



# FINANCE EXEC TRAITS/STRESSORS





Strong sense of URGENCY

Her barrier: TRUST



# FINANCE EXEC

## TRAITS/STRESSORS





# CANDIDATE PERSONA EXAMPLES

- Managers who have the desire to own their own business, but haven't followed through because of the risk or lack of resources would be targeted for an unstructured company a new business or even a structured corporate organization that needs to enter a new market or provide a new service or product.







# PROVIDE RECRUITERS WITH CANDIDATE PERSONAS

---



An overhead, top-down view of a group of people sitting around a large wooden table. The image is heavily tinted with a green color. Several individuals are visible, each focused on a mobile device: some are using smartphones, one is using a laptop, and others are using tablets. The people are dressed in business casual attire. In the upper right quadrant, there are some white geometric line art elements: a triangle and three circles of varying sizes.

LinkedIn... I KNOW!





If you want to attract female candidates, add professional women's organizations and schools to your keyword search like "American Business Women's Association." To find minority candidates you could add, "LGBT in higher ed," or, "Blacks in higher ed," and so on.

Build relationships with diverse candidates by joining diverse groups on LinkedIn. After a relationship is established, you can start to post relevant jobs to the groups that most closely match the target demographic.





# RESEARCH FROM OUR MULTI-GENERATIONAL JOB SEARCH STUDY SHOWS

- 57% of Gen Y job seekers value meaningful work and job security.
- Gen Y job seekers value workplace flexibility (30%) and higher salary (41%) more than Gen X and Baby Boomers.
- Almost half (48%) of Gen Y has considered going back to school instead of continuing their job search.
- 31% of Gen Y job seekers have considered starting their own business instead of continuing their job search.





# THE JOB ADVERTISEMENT SHOULD ADVERTISE

- Current or optional flex scheduling
- Competitive compensation ranges and mention any pay-for-performance programs, employee referral programs, or any other monetary reward programs your company offers
- Opportunities for managing individual or team projects to appeal to their entrepreneurial side
- Any internal learning and development programs or college tuition reimbursement benefits
- Any part of the company's mission that speaks to Gen Y's value of producing meaningful work







# ALIGN YOUR BUYER PERSONAS WITH THE SALES STAGES

---





**Numero Uno?**  
They all run on content.





# CONTENT INCLUDES

- Resource List
- Ratings
- Hidden Thought
- Research Focused
- Series
- Product Spotlight
- Mini Case Study
- Industry Spotlight
- Now and Then
- Shopping List
- Opinion
- Reasons
- Infographic
- Podcast Post
- Video Post
- Stats Piece/Brief
- Quote Based
- GIF Post
- Quora
- Reddit
- Trend Pieces





# CONTENT INCLUDES

- Newsjacking
- Pop Culture Tie In
- How To (*at least 3 steps*)
- 10x (long as HEEEEELL)
- Example (*at least 3*)
- Fight Club
- Q+A (*can be faked*)
- Why
- Comparison/versus
- Roundup
- Metaphor
- Personal Story
- Predictions
- Fails!
- Guides
- Worksheets
- Templates
- Checklists
- Podcast



# CONTENT INCLUDES

- Tear sheets
- Listicles
- Diaries
- Infographics
- One Graphic
- Diagram
- Meme
- Posters
- Comics
- Cartoons
- Cartoons
- Screenshots
- GIFs
- Illustrations
- Handwritten things
- Polls
- Surveys
- Quizzes
- Video
- Webinars
- Presentations
- Photo Galleries
- FAQs
- Recaps (*events/twitter chat*)
- Placed articles
- Press releases



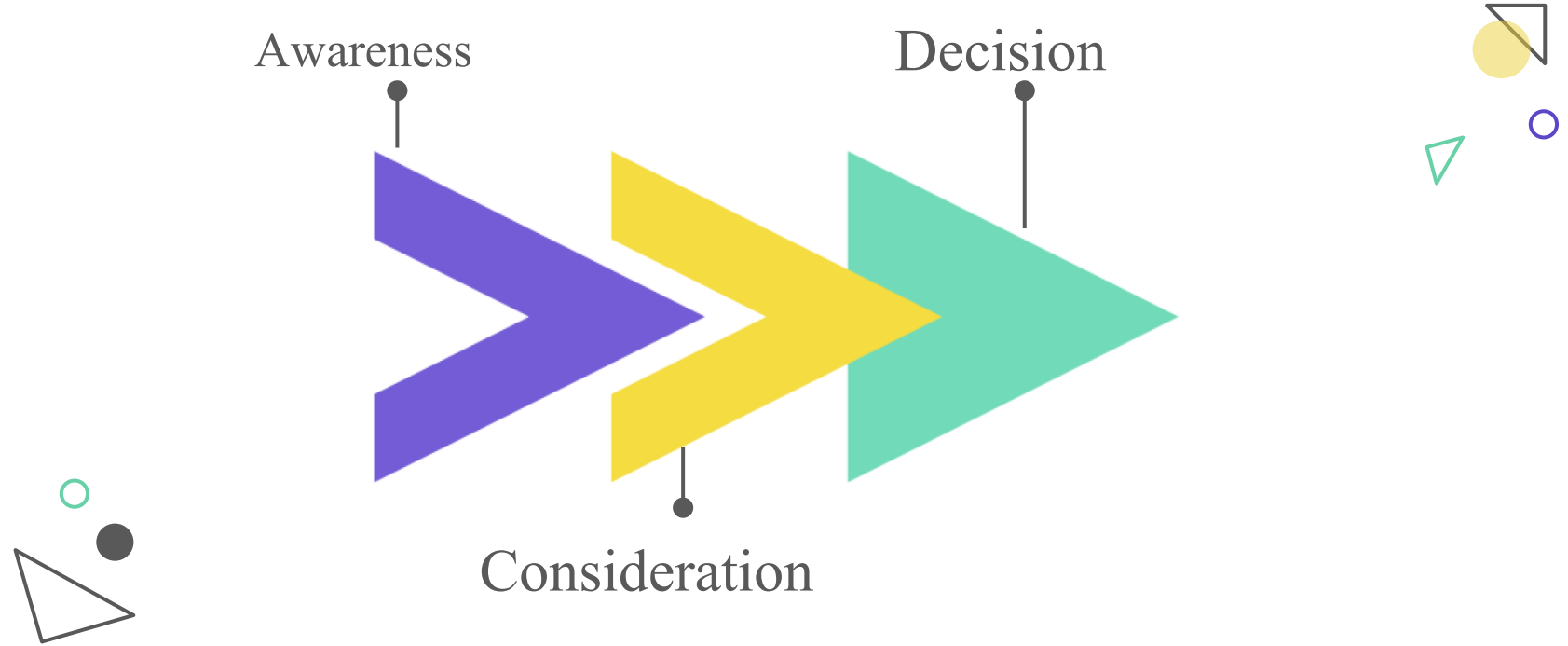


# ALIGN YOUR BUYER PERSONAS WITH THE SALES STAGES

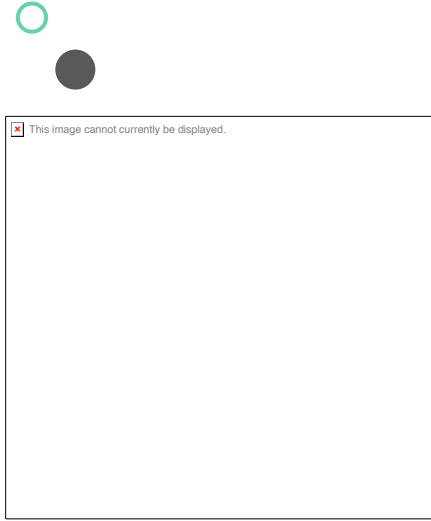
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# CONTENT MARKETING SALE STAGES







## Awareness

of the company and  
open role



## Consideration

to apply for the  
role



## Decision

to move forward with the  
interview process





## 3 stages can be aligned with your candidate personas:

CANDIDATE PERSONA	AWARENESS	CONSIDERATION	DECISION
Persona 1			
Persona 2			
Persona 3			



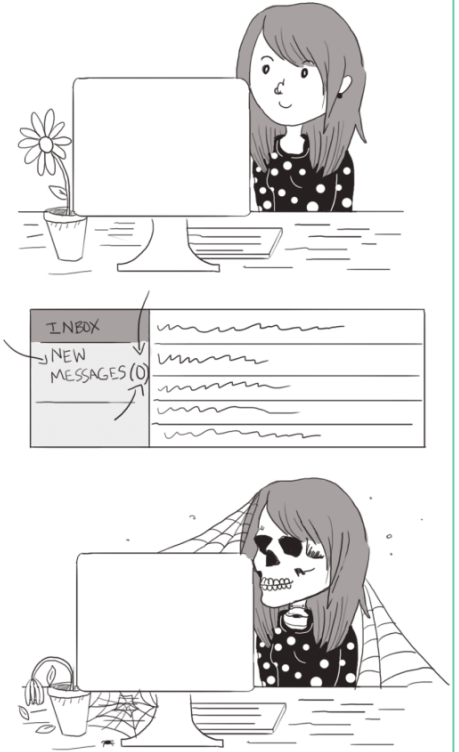
# AWARENESS

## USE:

- GIF/list posts posts *(think BuzzFeed style)*
- Short videos *(funny and informational)*
- Quora/answering questions
- Reddit/posting in relevant groups
- Memes
- Comics
- Quizzes



waiting for an editor's response be like...





# CONSIDERATION

## USE:

- Infographics showing your makeup (*diversity, depts they may not know about*)
- Blog articles about great work or fun projects
- Quote Posts
- Employee Testimonials/Showcases
- Q & As
- Personal Employee Stories
- FAQs
- Behind the scenes peek (*employees, the HR department, company parties*)



**Phil Vaughan**

December 30, 2016 at 9:13am

Having Worked with Triage for over 5yrs now, I have to say they do a Great Job of taking care of me and assuring that everything goes smoothly at my assignments. They do a wonderful job of making sure I have everything I need so I can focus on doing my job at the hospital without distractions. Ray, my recruiter is always looking out and ahead for me. Keeping one eye on my current status, and the other looking ahead for the next assignment. Having worked with multiple companies over my 17yrs of Traveling, I can turly say, I feel appericated for what I do, working with Ray and Triage.

Like · Comment





# DECISION

## USE:

- How To (*at least 3 steps*)
- Comparison/versus (*Why we're better than the other guys*)
- Guides (*How to be a successful FILL IN THE BLANK*)
- Worksheets
- Templates
- Checklists
- Diagrams
- Reviews

**Quick Tips for Travel Time:**

☐ For your animal's safety, cars should be in their carriers and secured with a seatbelt or other vehicle means. Do NOT let your pet jump around the vehicle because they could get hurt or even worse.

**Freedom**  
ANIMAL TRAVEL SERVICES

**A Quick Checklist for Traveling with Pets on Assignment**

**Before the Traveling Assignment:**

- ☐ **Stop to Take Breaks:**  
Find out if your pet gets sick in the car. Talk with your vet to see if your pet should take medication to prevent seasickness or motion sickness from traveling.
- ☐ **Plan Your Route:**  
Go to [petstakehome.com](http://petstakehome.com) to locate pet-friendly hotels before traveling to your new destination if your trip is longer than 3 hours. (Note: not Freedom actually does this for you traveling to home!)
- ☐ **Get Chipped!**  
Take your pet to the nearest Humane Society Shelter to get microchipped in case they get lost in their new city!
- ☐ **Traveling with it right?**  
Go to [Relaxipets.com](http://Relaxipets.com) to learn about pheromone sprays and diffusers to help calm dogs calm when traveling.

**What to Pack for Your Pet:**

- ☐ Sleep Haven
- ☐ Medications & Instructions from your vet
- ☐ Extra Collars, Leashes, Harness, tag to identify it (tag)
- ☐ Bedding (smaller carriers and cages of appropriate traveling size)
- ☐ Favorite Toys
- ☐ Water and Food bowls (distributors (Plus food if you can get it when you get there))
- ☐ Grooming Tools
- ☐ Car spacer
- ☐ Animal First Aid Kit
- ☐ Recent photo to show your pet to all
- ☐ Bring your dog if they're going to travel, they can be nervous about traveling or being in a new environment!

Ask a Vet Now    Feedback

This image cannot currently be displayed.

### 1. Bring variety to the space.

Variety in an office is the best way to engage and satisfy a wide range of workers. Often the more focused or introverted employees require the ability to disengage from chatter and high traffic areas in order to do their best work, while extroverts will feel disconnected and unmotivated if they aren't near their teammates.

*If the office is your canvas:* Create levels in more ways than one. Introduce sit-stand desks so employees can spend the day changing their body's position for better posture and focus. Also bring in levels of solitude by having areas where teams can meet and brainstorm or break away from noise and work alone.

 **Bring levels & variety to your office to make your range of employees feel engaged and inspired:**

*If the office has guidelines:* Use communal areas to your advantage. Invite teams to hold morning meetings in the lounge or on the patio. Schedule a 5 minute gab session once or twice a week, where everyone stands up and talks over their walls. Even opening up the one empty cubicle as the place to stash sweet treats can make for impromptu run-ins that stir conversations and remind everyone who sits only a wall away.



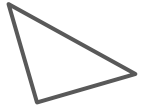
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## Retention

Keep em' in the  
process



## Renewal

Beat your competition  
to the off and  
onboarding



## Sales Enablement

Give your managers the  
tools they need to seal the  
deal



# EXAMPLES



## A 13-WEEK PACKING CHECKLIST FOR TRAVELING MEDICAL PROS

Leaving home and setting up shop somewhere new means something different for every person. Don't let all the prep get in the way of understanding what needs to be packed to continue enjoying the comforts of home. Use this categorized checklist as a guide to understand what you should wear during your travels, what you should pack and what you can buy when you land.

If you're the type of person who runs every possible situation through your head and packs an item for each of those possible outcomes, you're an over-packer by nature. If you're the type of person who thinks, "We'll get to it when we get to it," you're a textbook under-packer. You might be liable to assume you can "pick it up at the store when I get there."

If you're the type of person who packs the night before a huge move (every person on the planet) this checklist is your life.

### WHAT TO WEAR

No matter the season or state, a jacket and pants are always staples you want to bring along for one of those freaky "Murphy's Law" situations. They also take up lots of room. These are items you should consider wearing during your travels or stuffing in your carry-on not to eat up precious space in your bags.

- |   |   |
|---|---|
| <input type="checkbox"/> Rain jacket      | <input type="checkbox"/> Sunglasses             |
| <input type="checkbox"/> Jeans/Sweatpants | <input type="checkbox"/> Scarf                  |
| <input type="checkbox"/> Weather boots    | <input type="checkbox"/> Watch                  |
| <input type="checkbox"/> Hat              | <input type="checkbox"/> Empty To-Go coffee mug |

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## Personal Development Workbook





NOW WE'RE  
ALMOST READY...

---





# ALIGNMENT IN INDUSTRY

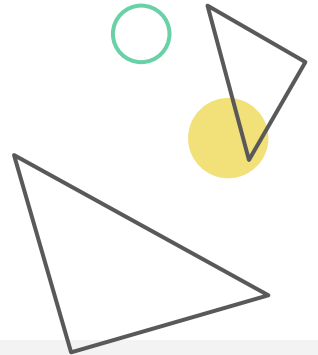
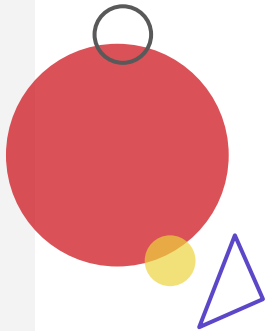
The background of the slide features a photograph of a smiling woman with long, curly hair and glasses, wearing a grey sweater. The image is overlaid with a semi-transparent green filter. Various geometric shapes are scattered across the slide: a large yellow circle in the top right, a smaller grey circle below it, a white wireframe triangle on the right, a white wireframe triangle on the left, a small white circle, a small grey circle, and a purple circle at the bottom left.

If you are recruiting in a specific field or industry, it may make sense for you to grab the editorial calendars of those professional associations.



# COMPETITIVE INTEL & RESEARCH

First, there is nothing your competitor is doing that you cannot do better.





# MEDICAL RECRUITING

They work their butts off shining a light on their candidates and recruiting them with videos, contests, social media.

**Triage**

## A 13-WEEK PACKING CHECKLIST FOR TRAVELING MEDICAL PROS

Leaving home and setting up shop somewhere new means something different for every person. Don't let all the prep get in the way of understanding what needs to be packed to continue enjoying the comforts of home. Use this comprehensive checklist as a guide to understand what you should wear during your travels, what you should pack and what you can buy when you land.

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### WHAT TO WEAR

No matter the season or state, a jacket and pants are always staples you want to bring along for one of those "It's a beautiful day in the neighborhood" situations. They also take up lots of room. These are items you should consider wearing during your travels or stuffing in your carry-on not to eat up precious space in your bags.

<input type="checkbox"/> Rain jacket	<input type="checkbox"/> Sunglasses
<input type="checkbox"/> Jeans/Sweatpants	<input type="checkbox"/> Scarf
<input type="checkbox"/> Weather boots	<input type="checkbox"/> Watch
<input type="checkbox"/> Hat	<input type="checkbox"/> Empty To-Go coffee mug

**Organize:**

- ☐ Extension cords
- ☐ Stacking bins
- ☐ Batteries
- ☐ Flashlight

**Relax:**

- ☐ Slippers/Flip flops
- ☐ Photos of friends and family

**Eat:**

- ☐ Can opener
- ☐ Fry pan
- ☐ Cookie sheet
- ☐ Cutting board
- ☐ Food storage containers
- ☐ Measuring cups and spoons

**Shower:**

- ☐ Shower towel
- ☐ Shower caddy

**WHAT TO BUY WHEN**

**Organize:**

- ☐ First aid kit
- ☐ Broom/dust pan

**Relax:**

- ☐ Candles
- ☐ Floor pillow

**Eat:**

- ☐ Paper towels
- ☐ Paper plates
- ☐ Plastic utensils



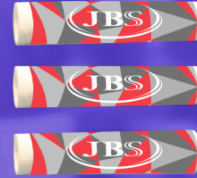




This is what they want to  
**READ/WATCH/  
CONSUME**



# EVENTS



Your editorial calendar for hiring is **NOTHING** without events underpinning it.





# OKAY, GOT ALL THAT?

---

Now let's talk structure.



1

# THE FUNNEL BUILD

## EXAMPLE

	<i>Top of Funnel</i>	<i>Middle of Funnel</i>	<i>Bottom of Funnel</i>	<i>Interview</i>	<i>Hire &amp; Onboard</i>	<i>Internal</i>
	<b>Awareness</b>	<b>Consideration</b>	<b>Decision</b>	<b>Retention</b>	<b>Renewal</b>	<b>Sales Enablement</b>
List the issues, challenges and questions that each candidate would have.	Click Bait Articles Targeting All Personas	Content Focused More Specifically on Depts & Roles Within the Company	Downloadable Resources to Capture Emails	Keep the candidates in the process	Beat your competition to the offer and onboarding	Give your managers the tools they need to seal the deal
<b>Candidate Persona 1</b>						
<i>Issue 1</i>						
<i>Issue 2</i>						
<i>Issue 3</i>						
<i>Issue 4</i>						

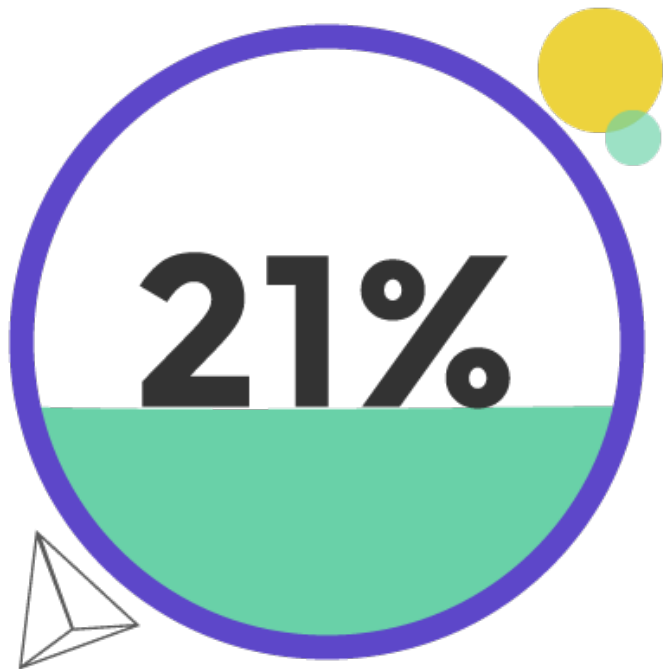
\*\*\*Grab your own [funnel here](#) (make sure to save as a copy)\*\*\*



# ② THE ED CAL BUILD

Publish Date	Status	Title	Author/Tone	Focus Keyword	Document Link/ Published Link
Month, Year	Campaign Name				
Week 1	Published				
Week 2	Scheduled				
Week 3	Needs Approval				
Week 4	Copy in Progress				

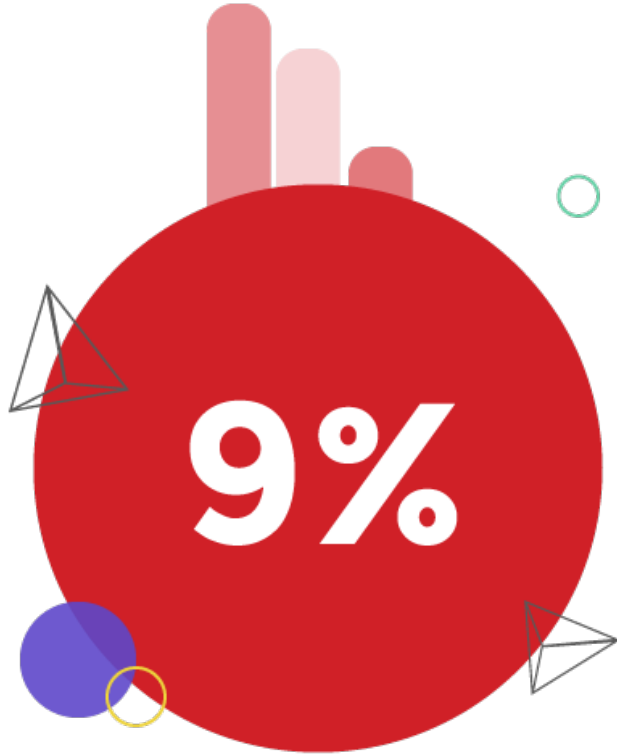




## Titles with 8 words

had the highest click-through rates and  
performed **21% better than average.**

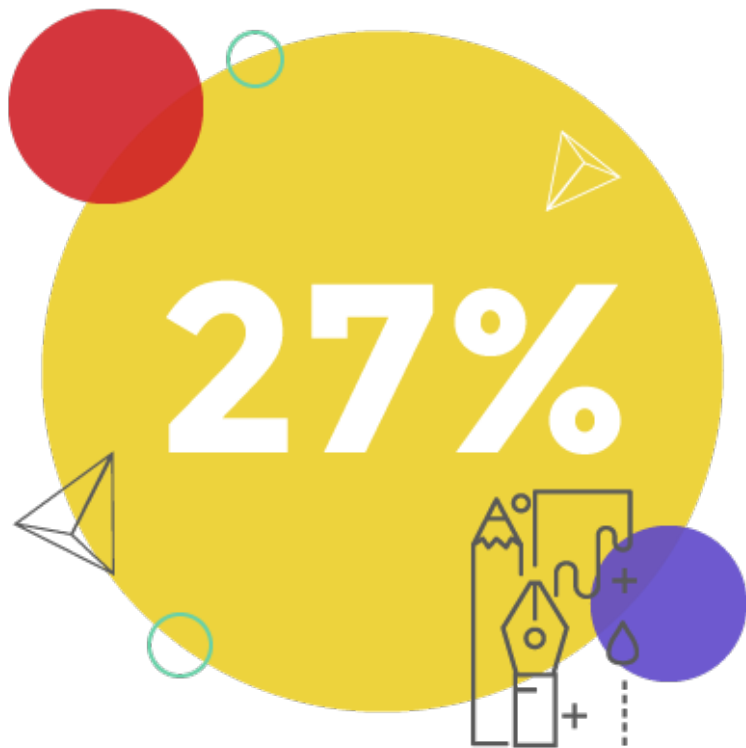




# Using a color or hyphen

to indicate a subtitle **improves headlines**  
by 9%





**Attach an image**  
to increase clicks by 27%





# Use numbers in your headline

to increase the click through rate



# HUBSPOT'S BLOG TOPIC GENERATOR

DON'T KNOW WHAT TO BLOG ABOUT? LET US THINK OF IDEAS FOR YOU.

Fill in the fields with terms (preferably nouns) that you'd like to write about, and we'll come up with a week's worth of relevant blog post titles in a matter of seconds!

Disclaimer: Our algorithm isn't perfect. After you have your titles, you may want to tweak them to be more relevant to your terms and grammatically correct.



Noun 1



Noun 2






Noun 3

GIVE ME BLOG TOPICS!



# 3

# EDITORIAL TIME

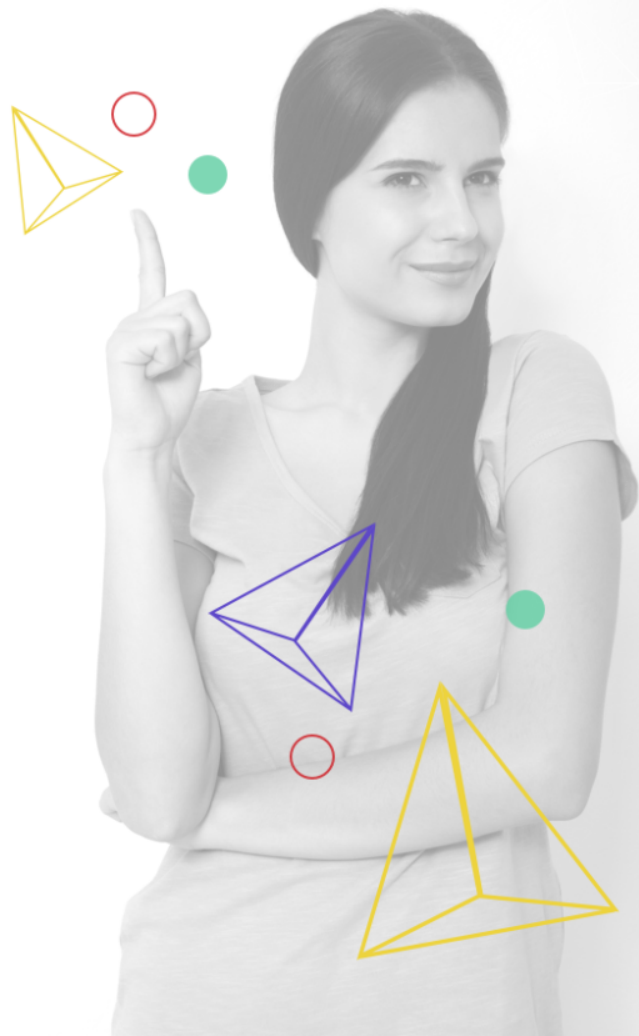
	A	B	C	D	E	F
1						
2						
3						
4						
5	<b>Red Branch Media Editorial Calendar</b>					
6	Use the following chart to track the status of each article and align your content with the SEO strategy.					
7						
8	<b>Publish Date</b>	<b>Status</b>	<b>Title</b>	<b>Author/ Tone</b>	<b>Focus Keyword</b>	<b>Document Link/ Published Link</b>
9	<i>Month, Year</i>		<i>Campaign Name</i>			
10	Week 1	Published				
11	Week 2	Scheduled				
12	Week 3	Needs Approval				
13	Week 4	Copy in Progress				
14						
15						
16	<div>  <a href="http://www.redbranchmedia.com">www.redbranchmedia.com</a> </div> <div>  (402) 249-2828            <a href="mailto:info@redbranchmedia.com">info@redbranchmedia.com</a> </div> <div>  4383 Nicholas Street • Suite #203 • Omaha, NE 68131           </div>					

\*\*\*Grab your own [editorial calendar here](#) (make sure to save as a copy)\*\*\*



# SOME TIPS

---





# COPY

## INSPIRE

## BLOG

### Top 10 Tips on Surviving Nightshift

by Deanne Chiu

[Twitter](#) [Facebook](#) [Share 1.0k](#) [G+1](#) [40](#) [Picked](#) [113](#) [submit](#)

I've been asked by a lot of people how to manage night shift and its little friend, sleep disturbance, so I thought I'd write down a few of the tips that I have gathered over the years. Would love to hear your coping strategies and tips in the comments section...

#### Going onto nightshift

1. Try to do something physical "the day before the day before". Physical activity is good for your general wellbeing anyway, and it will set you up for a decent "pre-nightshift" sleep. I would go swimming, running, boxing or have a mega-housework blitz. Then get a decent amount of sleep prior to starting nights:

- **Method 1:** Stay up really late (at least 3am – 6am) the night before (calling/Skyping mates in different timezones or a TV marathon can help) then sleep for the majority of the day before your first nightshift.
- **Method 2:** Go to bed as usual the night before, sleep in until late morning, have a big feed for lunch then go back to sleep for an afternoon/evening nap.

#### On nightshifts

2. Drink water and eat food (bring real food, not just junk, and a big water bottle that you can reach for when you are writing notes). Drinking enough water is my absolute number one piece of advice. It's hard to be high functioning when you are symptomatically dehydrated. (Same goes for a BSL of 1.8)

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Require your content team to provide “inspires” on whatever subject matter or type of content they’re creating.



# CTAS



**JBS TRAINEE PROGRAM**  
Developing Future Leaders

**CAREER FAIR:  
HOW TO ROCK IT!**

Everyone wants to make an impression at a job fair. The good news is no matter what industry your dream career is in, a few key practices can help you start the conversation on the right foot, make recruiters remember you and get the interview you've been waiting for. If you want to be a star candidate in your field, we have a few suggestions for you to rock the career fair.

- 1. Prep Ahead Of Time.**  
Don't make the recruiters wait while you print your resume. Have your resume with you at all times so your experience and work history is ready when you need it.
- 2. Dress Well**  
You're trying to make a good impression right? Well, as the saying goes, dress to impress. The sharper you look, the more companies will remember you for the right reasons.
- 3. Give Them The Opener**  
You may find it difficult to break the ice with an employer, so the first thing you could do is ask a company to tell you more about themselves, and what positions they're hiring for.
- 4. Have A Story**  
No matter what your last job was (or currently is), there has been a project you're proud of or a problem you worked through. Tell them your interesting story, but remember to make it positive!
- 5. Take Some Initiative**  
Trust us — the recruiters at the career fair have met dozens of hopeful job seekers who want to work at their company, so after you're done talking and before you move onto the next booth, leave a resume, take a business card for follow up and make sure you know all the requirements for applying. Sometimes, though you are an amazing candidate, there are a few additional steps needed to get your application in place and looked over. Applying online and jotting down notes about your conversation for further use could be the difference between a good candidate and a hired one.

Of course, you'll also want someone to take a look at your resume, study up on your field, etc. But there are a ton of little things that matter when it comes to making a great impression at a career fair and the more of these points you hit, the better chance you'll have of landing the job you always wanted.

**Will you join us? Visit [www.jbssa.com/careers](http://www.jbssa.com/careers) to apply.**

**JBS** **pilgrims** **FIVE RIVERS**  
CATTLE FEEDING



making a great impression at a career fair and the more of these points you hit, the better chance you'll have of landing the job you always wanted.

**Will you join us? Visit [www.jbssa.com/careers](http://www.jbssa.com/careers) to apply.**

**JBS** **pilgrims** **FIVE RIVERS**  
CATTLE FEEDING

These are the most important aspect of your content and should be at top of mind no matter what stage or persona you're working in!



# REPURPOSE IT!

Now once you get on a roll of creating lots of content, you can go back and repurpose it all to create even better more engaging content.





# WAIT, WHAT?!

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This entire presentation was created from content myself or my team had already made!