



The Content Creation Playbook

**How To Supercharge Your
Employer Brand With
Content**

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KEY TAKEAWAYS

Why you should read this.

“The competition is so fierce and it feels impossible to stand out.”

“We have a great story, but no one’s heard it.”

“It feels like no one knows who we are.”

We hear these statements, or statements like them, almost every day when speaking with new and potential partners. Lack of employer brand recognition is one of the most often cited challenges talent acquisition organizations are facing in the tech industry, and the consequences aren’t pretty. Fewer applicants. Longer hiring timelines. Constant productivity loss.

To stand out in today’s hyper-competitive recruiting landscape, you must bring a compelling employer brand to the table. It’s non-negotiable.

But here’s the thing. **Your story won’t tell itself.** If you want candidates to understand who you are and why they should work for you, you must proactively tell your story in a way that resonates with them. And the way to do that is through content.

Over the past decade, we’ve helped thousands of startups and tech companies amplify their employer brands with content, leading to tens of thousands of hires in the process. We produce dozens of employer-branded articles every week, and while your organization likely doesn’t need to produce the same volume of content, you can certainly learn from our approach.

In this guide, we’ll walk you through our process of creating content and share examples along the way. Following our content creation framework will help you successfully amplify your employer brand, drive inbound candidates and make the right hires for your organization.

SECTION I

Segmenting your audience.

When it comes to telling your brand's story, there's one undeniable truth: every candidate is different, and they all have unique wants and needs. Segmenting your ideal applicants into well defined audiences allows you to strategically speak to these differences.

While it takes a little work, audience segmentation will save you time in the long run and provide better results. Before you produce any content, you must answer three key questions:

- Who are you communicating with?
- Where are you communicating with them?
- What action do you want them to take.

Let's cover each step.



Who are you communicating with?

While the core of your employer brand should remain true regardless of who you're communicating with, it's absolutely necessary to tailor your approach to your unique audiences.

The number of potential variables can seem infinite, but there are three key attributes that will help you answer this question:

- Skill set
- Seniority
- Motivations

What is their skill set?

Think about how you source candidates. Do you pitch an opportunity to a software engineer the same way you'd pitch an opportunity to a salesperson? Of course not (and if you are, it's time to rethink your sourcing strategy). They're wildly different roles, and the information that will resonate with Candidate A will likely have no impact on Candidate B.

It's no different when you're telling your company's story, so before you begin crafting content you must define the various roles you'll need to account for. **Don't guess here.** The segmentation should be informed by your workforce planning efforts to ensure your employer branding initiatives align with identified hiring needs.

Segmenting your audience by skill set will naturally lead to hyper-specific content, and that's perfectly fine. Content should be designed to capture the attention of a very specific group of people, so it's ok to produce materials that won't appeal to everyone.

How we do it

As you'll see in the examples below, we get as specific as possible when segmenting audiences by skill set. We speak to the exact role in question, providing content they'll find interesting. That focus pays off with high engagement rates.

Examples:

- [How UX Designers Craft Your Digital Experience](#)
- [What Product Managers At 4 Chicago Tech Companies Enjoy Most About Their Jobs](#)
- [High Impact, Low Drama: Behind the scenes with a Trineo senior agile business analyst](#)
- [How The BCG Digital Ventures Design Team Travels Outside Their Comfort Zone To Launch Successful Ventures](#)
- [Sales Culture, Part 1: How 5 NYC Sales Teams Stay Motivated](#)
- [How The Tech And Product Teams Set The Table For Innovation at CrunchTime!](#)



What is their level of experience?

Anyone that's been in the recruiting game for more than a few months knows there's a big difference between junior and senior-level candidates. A recent college grad may be wowed by an unlimited PTO policy or beer on tap, but senior candidates are interested in very different things. Given this reality, **it's important to segment your audiences by experience level** to ensure your message aligns with where they are in their career path.

And this doesn't just mean years of experience, either. We make sure to consider factors like managerial experience, technical competencies and out-of-work considerations, just to name a few. It isn't always easy, but again, it leads to better content that will connect with candidates.

How we do it

When it comes to segmenting an audience by seniority, we consider a candidate's skill set in conjunction with their wants and needs. Take **mid- to senior-level candidates**, for example. We know this group has a better idea of what they want from their next job, so we can focus on topics like career pathing, professional development and specific perks and benefits that may not be top of mind with younger candidates.

Examples:

- [So You're An Engineering Manager. Now What?](#)
- [What Sets Successful Tech Leads Apart?](#)
- [Hit The Ground Leading: How 6 Chicago Tech Companies Set New Managers Up For Success](#)
- [Senior Developers: Take A Look Inside The Tech Stacks Of These 7 Colorado Tech Companies](#)
- [Beyond Buzzwords: How 6 Local Tech Companies Promote Work-Life Balance](#)
- [Parental Leave Gains Ground As Tech Companies Compete For Top Talent](#)



How we do it

With **junior candidates**, however, we tend to keep things at a higher level. While just as intelligent as their more senior colleagues, they're at a different point in life and have different priorities. Given these considerations, we make it easy for them to find what they're looking for.

Examples:

- [From Application To Onboarding: These Techies Share How They Landed Their Dream Jobs](#)
- [Land That Interview: 4 Boston Tech Recruiters Share Advice For Job Seekers](#)
- [Day 1, Month 1, Year 1: How 6 Austin Companies Set Up New Sales Hires For Success](#)
- [9 Colorado Techies Weigh In On The Best Perks Their Companies Offer](#)



What are their motivations?

We'll dive into more detail on this topic in the next section, but let's cover the basics now. At this point you should understand the skill sets of the people you'll be communicating with and their level of experience. That's a good start, but you aren't done yet. **Next you must understand the factors that motivate your target audiences.** While these will vary by a host of factors, some fairly universal motivators include:

- Company culture
- Corporate mission/vision
- Diversity and inclusion
- Work/life balance
- Compensation
- Perks and benefits
- Professional development/growth
- Opportunities to contribute

How we do it

Given there are countless factors that could motivate someone to pursue a job at a specific company, we choose to focus on one unique factor in each of our articles. If you try to cover too many motivations in one piece of content, odds are the finished product won't comprehensively address what the candidate is looking for. This means we end up producing more content overall, but given each topic's evergreen nature, we know it can be repurposed time and again, making the investment more than worth it.

Examples:

- [Breaking Barriers: How 4 Colorado Companies Are Taking An Active Approach To Diversity](#)
- [Mission Matters: 4 LA Companies Where Values Drive Culture](#)
- [Front And Center: 7 Chicago Companies Where Professional Development Is A Priority](#)
- [Want To Own Part Of Your Company? At These 5 Tech Startups, You Can.](#)



Where are you communicating with them?

Once you have a good understanding of who you're communicating with, you'll need to know where they spend their time online. **The best content in the world will be ineffective if you don't get it in front of your target audience.** While there are limitless options, these channels will typically include:

- Your website/career page
- Third-party websites
- Social media
- Email
- Earned media
- Third-party advertising
- Job boards/employee review sites

Keep in mind that where you communicate with job seekers should never be a random decision. Your research should provide answers as to where your ideal candidates spend their time online, which in turn should dictate where you tell your story. We'll provide plenty of examples of our channel breakdown in the "Promoting Your Content" section.



What action do you want them to take?

At the end of the day, you aren't telling your story just to hear yourself speak. You're looking to accomplish a specific objective or objectives, and as such your content should always be created with a desired action in mind. Think about what action you want the candidate to take once they interact with your content, and create an experience that will convince them to do it. Let's take a look at the two most common objectives:

- Apply
- Learn More

Apply

A qualified application is always the goal for employer brand content, but just like you wouldn't propose on a first date, **you shouldn't ask an elite candidate to apply after their first interaction with your business.** The vast majority of people that interact with your content won't be ready to apply, and going with a hard-sell approach will only turn them off. Encouraging candidates to apply should always be done in a subtle manner until you know they've done their research and are interested.

How we do it

Every piece of content we produce on behalf of our partners features multiple paths back to open roles. While we never make them the focal point of our content, we ensure that everything we produce provides a call-to-action for readers to apply. This soft-touch approach is an easy way to make sure candidates always have the opportunity to apply when they're ready.

Examples:



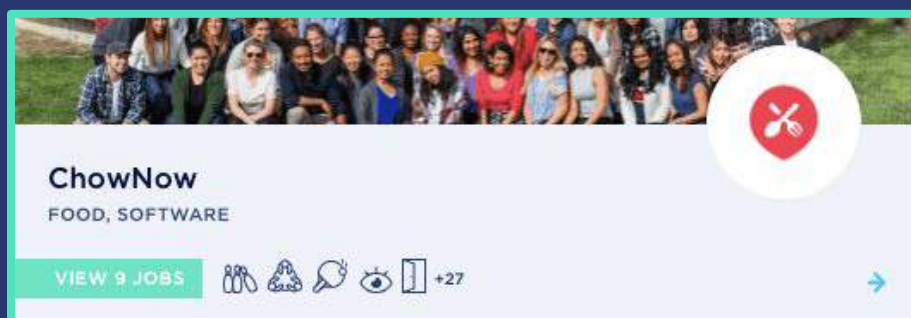
[We Are Hiring icon](#)



[Call to action with number of open jobs](#)



[View All Jobs button](#)



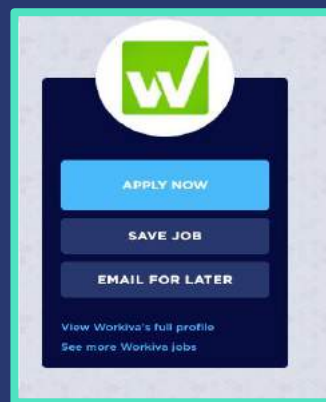
[View Jobs banner](#)

How we do it

Examples Continued:



[Find Your Dream Job CTA Widget](#)



[Apply Now CTA Button](#)



[Sticky We're Hiring CTA widget](#)



[Visual See Who's Hiring CTA](#)

Learn More

If candidates aren't ready to apply, what do you do with them? You help them learn more. Every piece of content you create should include a call-to-action that will encourage the candidate to keep engaging with your company, even if that engagement isn't an application (yet). Ask them to follow you on social media, subscribe to your email newsletter, view other content, join your talent community or anything else that will allow them to keep learning about your company and job opportunities. **If you want them to apply, you have to keep them engaged.**

How we do it


When it comes to keeping candidates engaged, we don't hold anything back. Some of our most common calls-to-action include:

- Read more content.
- View company profiles to learn more about our partners.
- Sign up for our various email newsletters.
- Sign up for job alerts at specific companies.
- Attend recruiting events in their area.
- Follow us on social media.

Casting a wide net allows us to keep candidates engaged throughout their job search, even if they aren't ready to apply at this moment.

Examples:

ARTICLES WE'RE IN 5 ARTICLES



5 NYC Tech Professionals Explain Why Their Company Culture Works

Make your mark: How 6 local women leaders are driving change in their industries...

Live for the challenge: 7 NYC companies where you can build the future

[Read More Content About The Company Widget](#)



Altruist
 [View Profile →](#)

[View Profile Icon](#)

How we do it

Examples Continued:

A COMMUNITY OF 88,606 LOCAL TECHIES

We are the hub for Austin startups + tech

[G JOIN WITH GOOGLE](#) [f JOIN WITH FACEBOOK](#)

This banner features a purple background with a blurred image of people. At the top, it states 'A COMMUNITY OF 88,606 LOCAL TECHIES'. The main headline reads 'We are the hub for Austin startups + tech'. Below the headline are two white buttons with rounded corners: one with the Google 'G' logo and the text 'JOIN WITH GOOGLE', and another with the Facebook 'f' logo and the text 'JOIN WITH FACEBOOK'.

[Email Newsletter CTA Buttons](#)

Self Inc.
Austin, TX • Founded In 2015 • [View Website](#)

FinTech + Payments Industry

\$17M Funding	40 Local Employees	45 Total Employees
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[CREATE JOB ALERT](#)

This banner has a blue gradient background with a pattern of small white icons. On the left is a circular logo with the word 'Self.' inside. To the right of the logo is the company name 'Self Inc.' and its location and founding year. Below this is a table with three columns: 'FinTech + Payments Industry', '\$17M Funding', '40 Local Employees', and '45 Total Employees'. A blue button with white text 'CREATE JOB ALERT' is on the right.

[Create Job Alert CTA Button](#)

Techies, Geeks, Designy folks—unite!

[VIEW ALL EVENTS](#)

This banner features a blue background with a blurred image of people. The headline reads 'Techies, Geeks, Designy folks—unite!'. A white button with rounded corners and blue text 'VIEW ALL EVENTS' is positioned on the right side.

[View All Events CTA Button](#)

BY KELLY O'HALLORAN | OCTOBER 30, 2016

[in](#) [f](#) [t](#) [e](#)

Pinpoint CEO and Co-Founder Jeff Haynie knows a thing or two about how engineering teams operate.

A seasoned software developer himself, Jeff dove headfirst into the entrepreneurial pool with ventures of his own, including Appcelerator, which raised nearly \$90 million in funding before it was successfully acquired in 2016.

So when Jeff says that inevitable changes are coming for how software gets made, it's worth a listen.

This article snippet includes a byline 'BY KELLY O'HALLORAN | OCTOBER 30, 2016' and a vertical stack of social media share icons: LinkedIn, Facebook, Twitter, and Email. The main text discusses Pinpoint CEO Jeff Haynie's experience with engineering teams and his ventures, including Appcelerator.

[Social Media Share Buttons](#)

How it comes together

Segmenting your audience requires a lot of work, but it's worth it. A well-segmented audience serves as a playbook for creating content, which will make your life much easier in the long run. Don't believe us? Let's look at the differences between segmented and unsegmented audiences.

Unsegmented

Role: All

Experience: All

Motivations: Unknown

Preferred Online Channels: Everywhere

Desired Action: APPLY, APPLY, APPLY!!!

Segmented

Role: Product Manager

Experience: Mid-level (3-5 years)

Motivations: Corporate mission/vision, professional development/growth

Preferred Online Channels: Social media (Instagram and Twitter), third-party websites (TechCrunch, Medium)

Desired Action: Follow our dedicated recruiting profile on Instagram

The unsegmented audience includes literally (and we don't use that word lightly) the entire candidate universe. There's no possible way to create content that will authentically connect with candidates using this approach.

The segmented audience, on the other hand, provides clearly defined guardrails that will shape your strategy, allowing you to create content that speaks to the candidate's specific wants and needs and develop a promotional plan that will get your story in front of them. Sounds a lot easier than trying to be all things to all people, right?

SECTION II

Creating content for your audience.

Now that you've narrowed down your audience, it's time to create your content. The insights you uncovered while defining your audience will influence what to talk about, the ideal format for your content and how much of it to create.

Creating content is the most essential element to amplifying your employer brand so it's important to consider every aspect we discuss below.



What should you talk about?

We touched on candidate motivations in the previous section, but it's time to cover the topic in more detail. Determining what subject matter will resonate with your target audience is one of the hardest parts of the content creation process, but getting it right will ensure you're providing candidates with relevant and actionable information. There are two main ways to uncover these ideal topics, primary research and secondary research.

Primary Research: Ask the right questions

The only way to truly understand what motivates candidates is to conduct primary research. Asking candidates to provide feedback during the interview process is the most effective way of gathering real-time information, but don't forget to ask your current employees, too. They were candidates at one point, and their opinions are invaluable.

Fortunately, collecting feedback doesn't have to be too complicated. A free survey tool (there are several out there to choose from) and a few questions are all you need to get started. **Consider the following examples of information to collect in your survey:**

- Basic demographic info (title, years of experience, preferred online channels, etc.).
- What originally attracted you to the company?
- What convinced you to apply to the company?
- Why have you chosen to remain with the company? (For current employees)
- What are your top priorities when considering a job?

Those five basic questions will provide more than enough information to create a wealth of content (assuming you ask enough people to participate in the survey). But there's no need to stop there. Once you've established a baseline, ask more questions to uncover more insights that will help you create better, more impactful content. Just make sure to be respectful of your participants' time.

Secondary Research: What candidates care about

We can't stress enough the importance of conducting primary research to verify what your candidates truly care about, but in the interest of helping you get started, we've aggregated information on what some of the most in demand skill sets are looking for in a job opportunity.

But don't stop here. **You should regularly conduct your own primary and secondary research to ensure the content you're producing will resonate with your target audience.**

Software Engineering

1. Languages, frameworks, and other technologies they'd be using
2. Workplace environment or company culture
3. Professional development opportunities
4. The impact their work output would have and the extent of its use
5. The company's industry

[Source - Stack Overflow 2019 Developer Survey:](#)

Sales

1. Promotion opportunities
2. Having a good manager
3. Employees they enjoy working with
4. Robust training program for new hires
5. High base salary

[Source - What The Best Salespeople Are Looking For in a Job](#)

Secondary Research: What candidates care about

Data Science

1. Challenging problems to work on
2. Opportunities to network with peers
3. Clear career paths
4. Work-life balance

[Source - What Data Scientists Want](#)

Product

1. A culture of accountability
2. A clear vision and established business objectives
3. A well defined role
4. Freedom to manage as they see fit
5. A customer-driven mindset

[Source - How to Attract Top Product Management Talent](#)

Marketing

1. Opportunities for professional development
2. Better compensation
3. An organization that prioritizes the marketing function
4. Highly skilled co-workers
5. Work-life balance

[Source - Data Snapshot: 2017 Career Outlook for Tech Marketers](#)

Universal

1. Company culture
2. Diversity and inclusion
3. Professional development
4. Office space/office tours
5. Senior leadership interviews
6. Founding stories/company mission overviews

After writing and analyzing the results of thousands of articles on behalf of our partners, we know from experience that the following topics are popular with all candidates, regardless of their skill set.

What content format should you choose?

When it comes to creating content to amplify your employer brand, the formats at your disposal are virtually limitless. Choice is usually a good thing, but this plethora of options can actually make it difficult to select the right format for your needs. When the options are limitless, where do you even begin?

It helps to consider four main factors before committing to a specific content format:

- **Budget** - Simply put, how much money do you have to dedicate toward content? You should never be afraid to spend money on a project if you anticipate favorable results, but you have to be realistic.
- **Resources** - What non-financial resources (people, software, etc.) do you have access to, and what can you do with them? If you don't have access to anyone capable of producing video, for example, that makes your decision easy.
- **Timeline** - You also must consider how long it will take to create a certain format of content relative to when you actually need the finished product.
- **Anticipated Impact** - Finally, consider the impact you think a specific format will have. Content that requires a significant amount of time, money and additional resources to produce must be able to carry its own weight. A recruiting podcast may be a fun and innovative idea, but will it drive the results needed to justify the investment?

Let's walk through the pros and cons of some of the most common formats out there.

Written Content

Written content is, hands down, the easiest way to get started. And thanks to the relatively low-lift nature of the medium, there's no shortage of topics to cover.

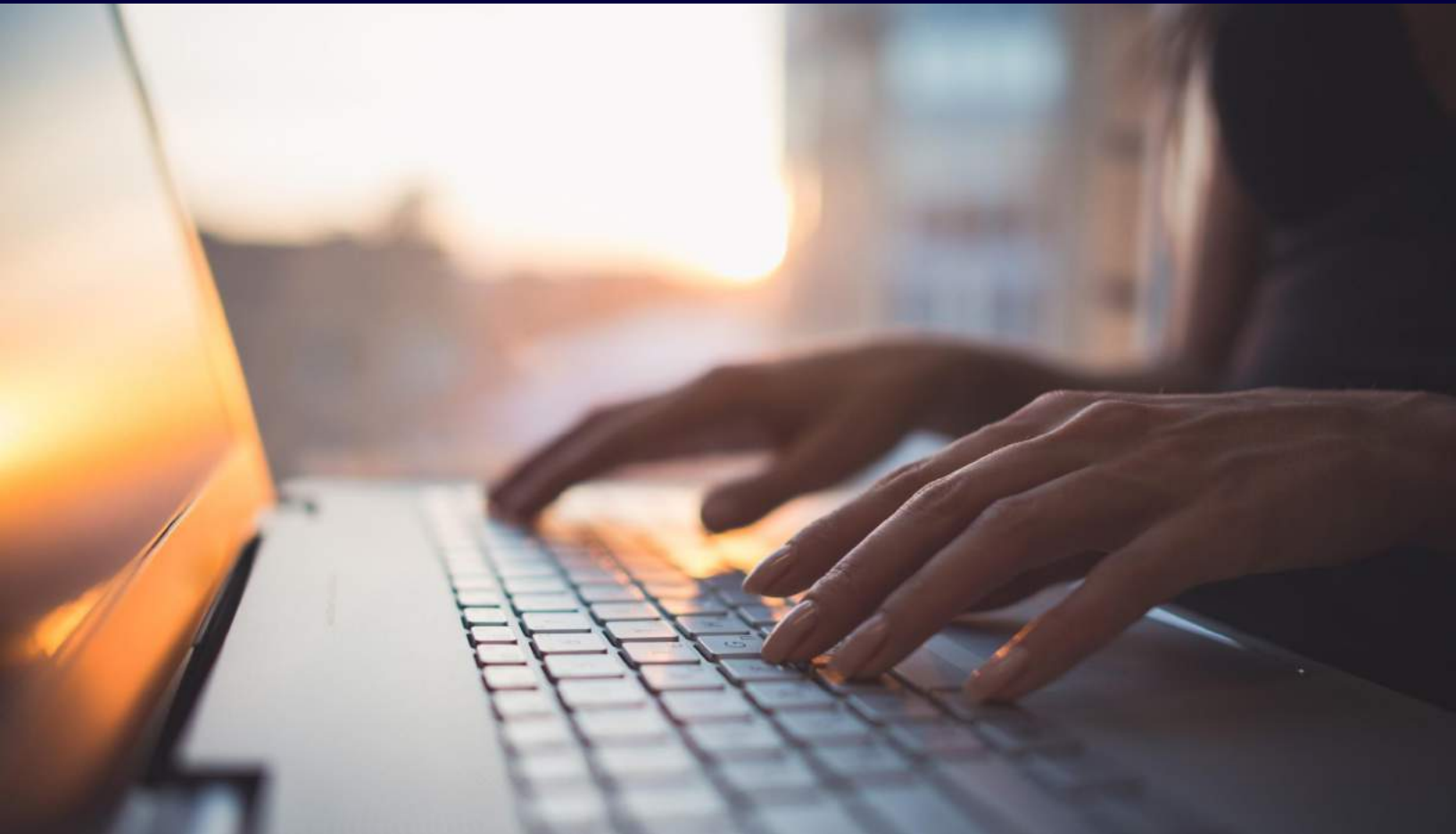
- Founding stories
- Company culture overviews
- Team highlights
- Perks and benefits
- Employee spotlights
- Interview advice
- And much, much more

And assuming your team can find the time, creating written content won't require any additional budget. Perhaps most appealing, written content can be repurposed through a variety of additional channels (social media, email, etc.), lending it additional exposure.

How we do it

Written content is our specialty, and we've developed a robust process to ensure we're always outdoing ourselves. You likely won't have the resources to replicate our approach entirely, but we're still happy to share how we do it.

- **We staff a team of experts** - We employ a team of experienced writers to produce our content. This isn't an option for most talent acquisition teams, so consider partnering with your marketing department for support.
- **We keep the quality high** - Creating great content is hard, and it can be easy to sacrifice quality in the interest of getting it done. That's a mistake. Producing bad content is worse than producing no content at all, so we make sure that every piece we publish represents our partners and our brand in the best possible light.
- **We maintain a rigorous editorial calendar** - We work with our partners to plan our content months in advance, and we maintain a regular publication cadence to ensure we always have something new for our readers to enjoy.
- **We promote it** - Whether it be via email, social media or a host of other channels, we make sure every piece of content we create receives supplemental promotion in order to get it in front of the right audience at the right time.



How we do it

Examples:

- [The Founding Stories of 5 Major Austin Tech Companies – and What's Ahead](#)
- [What Makes a Company's Culture Unique? 3 Boston Techies Weigh In](#)
- [How These 4 Chicago Companies Maintained Culture While Scaling](#)
- [Victory Lap: Here's How 4 LA Sales Teams Celebrate Their Wins](#)
- [Collaboration is Key: 6 NYC Tech Teams Share Tips for Open Communication](#)
- [3 Colorado Techies Share How Their Favorite Perks Help Them Do Their Best Work](#)
- [Strike a Balance: How Perks at These 4 Seattle Tech Companies Boost Employee Quality of Life](#)
- [3 Boston Tech Companies Share Cool Ways Employees Volunteer](#)
- [From Intern to Senior Analyst: How This HAVI Leader Discovered Her Career Path in Analytics](#)
- [Want to Become a Video Game Dev? 3 Austin Pros Share How to Level Up](#)



Visual Content

Thanks to the proliferation of high resolution cameras (i.e., smart phones) and social media, visual content is more popular than ever, and with good reason.

Compelling visual content can capture attention, boost engagement rates and help users retain information in a way that the written word can't match.

There are a variety of ways in which visual content can be worked into your employer branding mix, from low hanging fruit like a well run Instagram profile to more ambitious projects like custom photography and infographics.

How we do it

Given its highly engaging nature, we utilize visual content to supplement and enhance our written content. For example, our *Insider Spotlight* articles feature custom photography that corresponds to the story. Seeing the people and teams being interviewed allows our readers to connect with the content in a more meaningful way.

Examples:



[How Evernote Launched Their Ambitious New Editor, As Told By Three Key Engineers](#)



[Having a Life Outside of Work? At SteelHouse, There's No Other Way.](#)

How we do it

Examples Continued:



[We Spend 90,000 Hours at Work During Our Lifetimes – Zoom Wants You to Enjoy All of Them](#)



[How ServiceNow's Engineers Build the Software They Would Want to Use](#)



[DoubleVerify Is Helping Businesses Find the Signal in the Noise – One Authentication at a Time](#)

Video Content

There's no denying the rising popularity of video content. Any way you slice it, the numbers are impressive.

6

of 10 people would rather watch online videos than t.v.

Mobile video consumption increases

100%
every year.

By 2022, online video will represent more than

80%
of all consumer internet traffic.

With less than 15% of companies using Youtube for recruiting purposes, video content also presents an opportunity to stand out from the pack.

The only real downside to video is the amount of overhead involved with doing it right. Low budget videos tend to look like, well, low budget videos, and that's not how you want to portray your brand.

How we do it

When creating our video content, we follow a few basic rules:

1. **Keep it short and sweet.** People may like online video, but the average attention span is still only so long. Cap it at five minutes to ensure people don't lose interest and move on.
2. **Tell a good story.** Video may be the latest and greatest content format, but you still have to say something interesting. Show, don't tell.
3. **Make sure participants are comfortable on camera.** There's nothing quite as awkward as watching a video full of people who clearly don't want to be filmed.
4. **Keep the production value high.** No one wants to watch a grainy video that looks like it was shot at your last family reunion. If you don't have the proper equipment, partner with someone who does.



How we do it

Examples:

- [Tinder helps people put down their phones for a hot minute to meet in real life](#)
- [At Crossix, a “steady flow of ingenuity” makes work fun](#)
- [How project44 Makes the World Run Faster, One Global Network at a Time](#)
- [At growth-focused SDI, even the CEO finds time to be a mentor](#)
- [PlayerLync Started by Helping the NFL with Content, Then Corporate America Came Calling](#)



Educational Content

The best candidates – active or passive – are always looking to develop new skills, making educational content an excellent way to grab their attention. This subject matter can get a little technical at times, but that's ok. You're targeting very specific people, and they will appreciate it.

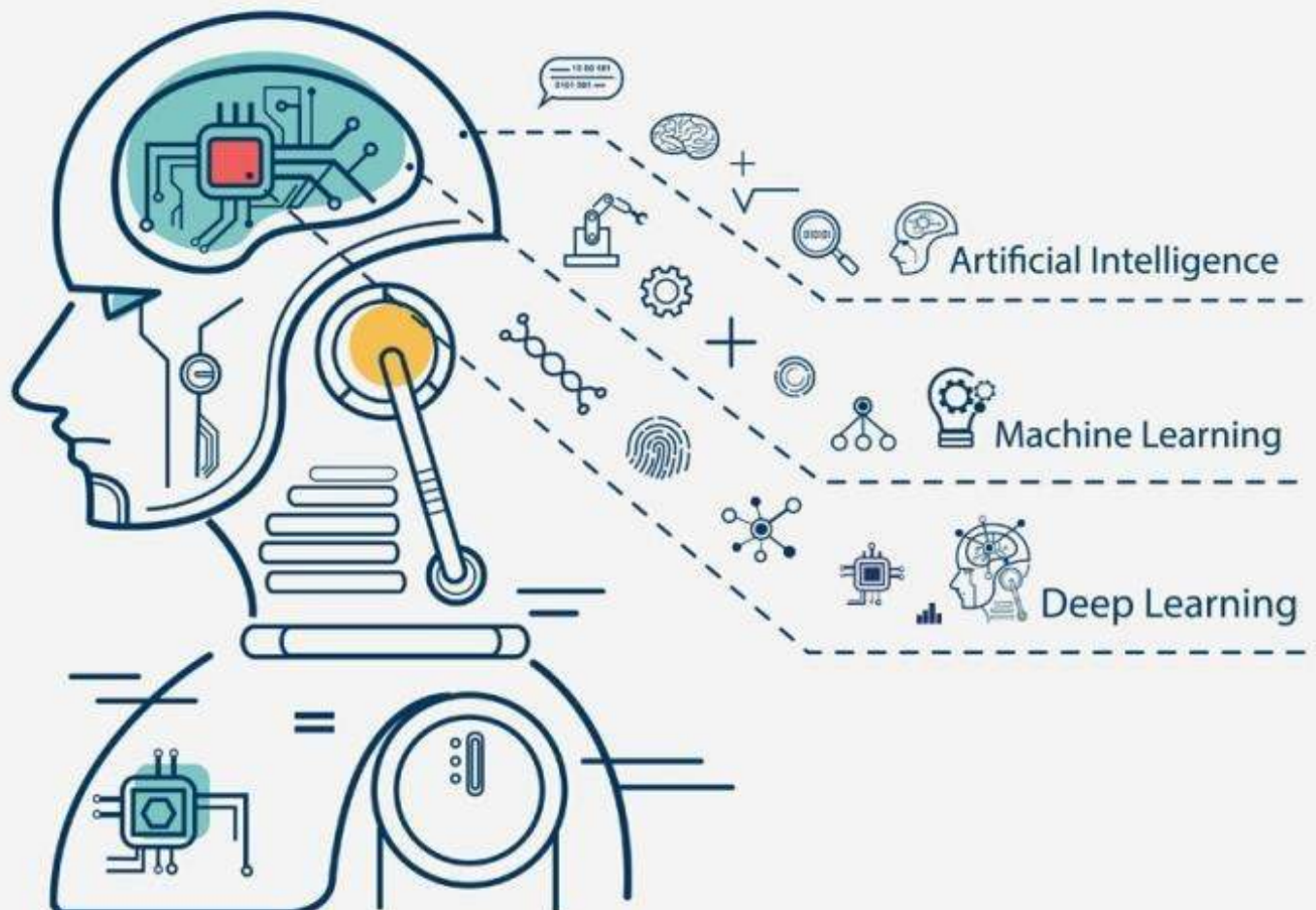
The objective of educational content isn't to pitch your company as a great place to work, but to pitch your company as an expert in its field. Provide potential candidates with useful information that will help them learn something and leave a positive impression and you'll significantly increase the odds of driving inbound applicants. We're highlighting educational content separately because of its potential impact, but it can be deployed through just about any content format you wish.

How we do it

Given the technical expertise required to provide a worthwhile educational experience, we lean on subject matter experts to make sure we're able to speak with authority. As always, we keep educational content narrow in scope to make sure it appeals to specific target audiences such as software engineers and data scientists, shown in our examples below.

Examples:

- [An Introduction to Machine Learning for Beginners](#)
- [Unsupervised Learning With Python](#)
- [A High-Level Guide to Natural Language Processing](#)
- [How Machine Learning Can Prevent Cyber Attacks](#)
- [What is Deep Learning?](#)



How Much Content Do You Need?

There's no right or wrong answer to this question, but let's look at some data for a little context.

Our research revealed that candidates undertake an average of [five job search-related activities](#) before applying, and that 22% of them interacted with 10 or more pieces of content before submitting their first application. That being said, every candidate is different. Instead of focusing on a specific number of assets to create, focus on the ratio of the type of content you're creating. We recommend you allocate 60% of your employer brand content to top of the funnel content, and the remaining 40% to the middle and bottom.

Why you ask?

Let's take a look at the conversion funnel for open positions to find out. On average, an open position receives [36 applications](#). About [1 in 8 of those applicants](#) actually get an interview. Of the four candidates who were interviewed, only one ([28%](#)) statistically would receive an offer. Once the offer is received, there is a [90% chance](#) it will be accepted by the candidate.

As this demonstrates, the top of your funnel needs to be much wider than the bottom. Focusing more than half of your content efforts on the top of the funnel allows you to reach a much broader audience. The more people you have reading your top of funnel content, the better chance you have to get more applicants.

Let's review the difference between top of the funnel content and bottom of the funnel content to help you get started.

Top Of The Funnel Content

Top of the funnel content is meant for candidates who are just being introduced to your company as a potential employer. It should cover broad topics that would be applicable to a number of potential candidates. **Simply put, write content that will get people interested in learning more about why they should work for your company.**

How we do it

We focus on high level subject matter that will appeal to people who are not actively looking for a new job. We know a majority of job seekers are passive and this strategy helps our content appeal to that larger audience.

Examples:

- [7 Chicago Tech Companies with Serious Work-life Balance Perks](#)
- [Growth is the goal: 5 LA Tech Companies Where Professional Development Is A Top Priority](#)
- [Space to Innovate: Inside 4 Boston Tech Offices That Inspire](#)
- [Tech Tours: Take a Look Inside 3 of Seattle's Coolest Tech Offices](#)



Middle And Bottom Of The Funnel Content

Middle and bottom of the funnel content is meant for candidates who are probably interested in working for you but have not yet applied; likely because some of their more specific questions haven't been answered. **At this point, you should be writing content focused on very specific needs and interests.** Readers will come away with much more insight about your company from this material.

How we do it

We focus on one company and one topic or department at a time. Instead of creating content that would appeal to a salesperson *and* a software developer, our middle and bottom of the funnel content speaks to them both individually. We also conduct interviews with employees to provide readers with a much more insightful view of what their work life could be like at the company.

Examples:

- [Autonomy Encouraged, Creativity Celebrated: Why Ensono's Engineering Team is Unlike Any Other](#)
- [Credit Services Needed a Makeover. Here's How Affirm Gave It One Through Technical Innovation](#)
- [Finance Is Complex, But The Team at IHS Markit Digital Is Making It More Approachable For All of Us](#)
- [Social Good, Technically Sound: A Peek Inside Blackbaud's Frameworks and Architectural Upgrades](#)



How it comes together

Overwhelmed? We get it. Creating content is hard. There are many factors at play and multiple ways to produce it. Our advice is to start small and work your way up. You'll learn more from creating one piece of content than from overthinking it for weeks. Here's a quick step-by-step checklist for creating your first piece of content:

1. **Step One: Choose Your Subject Matter.** Base your decision off the primary and secondary research you conducted. These results will indicate what your ideal audience wants to hear from you about.
2. **Step Two: Identify A Content Format.** Your budget, resources and timeline will all have a major impact on which content format you choose. We recommend starting with written content since it requires the least amount of resources. Keep in mind, you'll need content that speaks to both people who have never heard of your company and those who are still learning.
3. **Step Three: Start Creating.** Once you've completed step one and two, it's time to start creating content with your ideal audience in mind.

SECTION III

Step 3: Promoting your content.

Now that you understand how to create content for your audience, it's time to share it with the world. Promoting your content is a crucial, but often overlooked, element of success. You spent all that time researching and producing relevant content, and it's imperative you share it strategically with the right potential candidates.

What should your distribution mix look like?

The ways in which you can share your content are endless, but not every option will be right for your company. **Instead of posting your content everywhere, take the time to understand where it will perform best.**

Think about where your ideal candidates spend their time. Are you looking for candidates with a specific skill set? A specific level of experience? Identify the channels where you can narrow down your audience and get your content in front of the right people. Finding the right distribution mix for your company's content requires trial and error, but getting it right is worth the effort.

Here are some of the most common distribution channels to attract candidates:

- Third-party websites
- Social media
- Email
- Earned media
- Third-party advertising

Let's walk through an overview of our promotional mix to help you understand which channels may be best for you.

Social Media

We rely on social media as part of our promotion strategy for several key reasons.

3.4B

People use social
media

First, it allows us to connect with potential candidates away from our sites where they're already spending time. Globally, more than [3.4 billion people](#) use social media, spending an average of 2.5 hours on the platforms every day. From an accessibility perspective, there's no easier way to get our content in front of a massive audience.

Second, social media allows us to further segment our audiences. Different platforms appeal to different people, and by doing a little research we've identified the content formats that perform best on each one.

Finally, social media presents plenty of paid promotion options that allow us to get even more targeted with our content when we feel it's necessary. Paid promotion is absolutely something you should consider if growing your reach and targeting hyper-specific audiences are priorities.

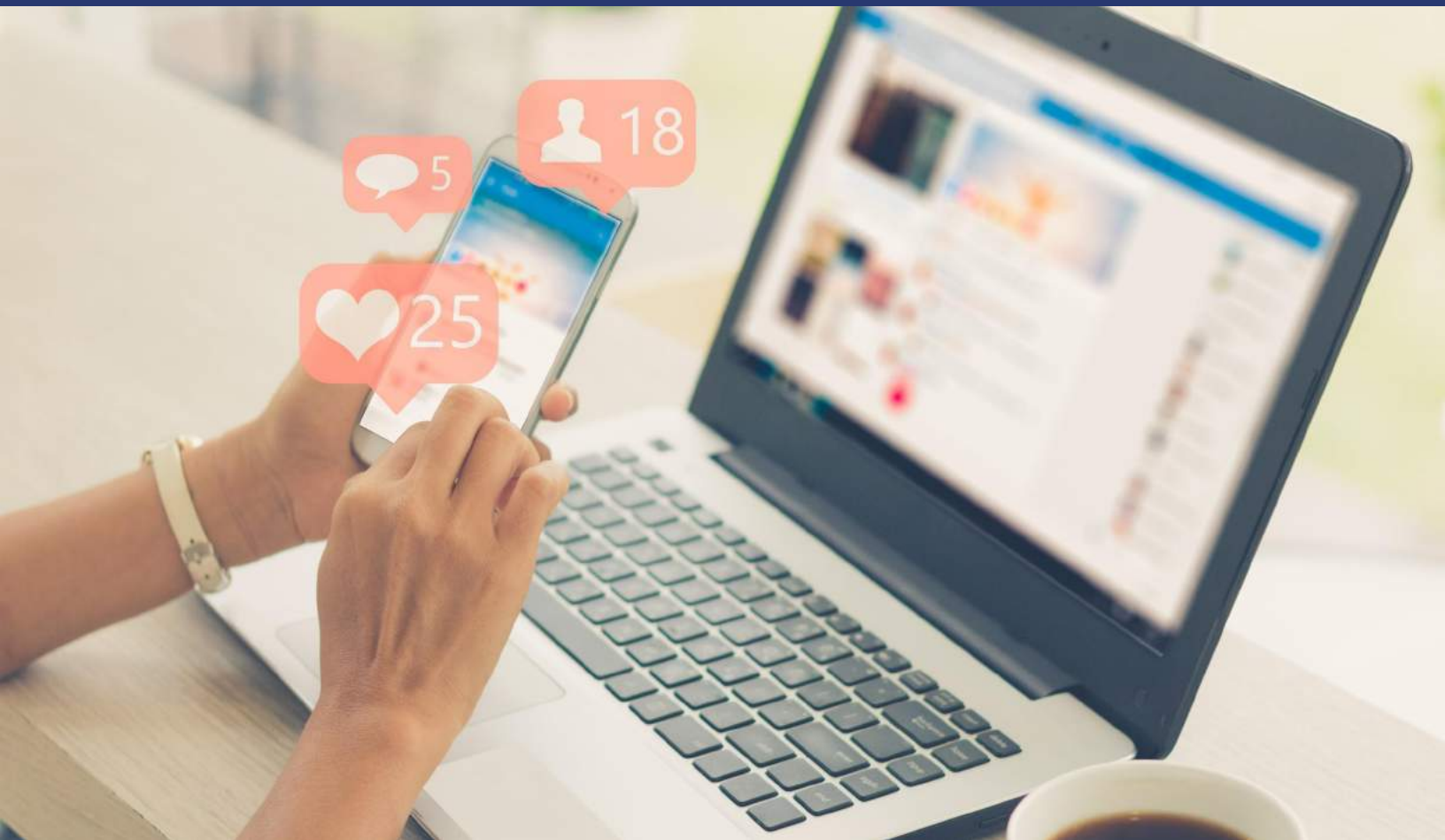
How we do it

After publishing tens of thousands of social media posts over the years, we've definitely learned a thing or two along the way, and these lessons greatly influence our use of social media.

We understand that social media platforms (excluding LinkedIn) aren't primarily used for the job search, so we make sure the content we share will be interesting to potential candidates even if they aren't actively looking for a job. Top of funnel content is extremely useful in this regard.

We also understand that when it comes to social media, the noise is deafening and attention spans are short. With that in mind, we keep our content short, sweet and to the point. This strategy increases our odds of connecting with social media users that are pre-conditioned to quickly scroll through their feeds.

Finally, we've learned that you must be relentless in this channel. Yes, quality content is absolutely essential, but if you don't consistently work at it, you'll never have anything to show for your efforts. This means we publish content every day – sometimes multiple times a day – and constantly search for new, creative ways to connect with our target audience.




How we do it

Facebook Examples

Built In Boston
September 17 · 🌐

Yup, you read that right: \$206 million.



BUILTINBOSTON.COM

DataRobot Brings In \$206M to Bring AI to the Masses
In June, DataRobot announced its acquisition of ParallelM. With a fresh...

[Short and sweet copy](#)

Built In Austin
21 hrs · 🌐

If you're an engineer, you'll want to write these tips down.



BUILTINAUSTIN.COM

The Software Development Practices These Engineering Leaders Swear By

[Promoting relevant and educational content](#)

Built In Chicago
Yesterday at 11:25 AM · 🌐

2ndKitchen raised \$4.35 million to bring its restaurant-sourced custom menus to new verticals like hospitals and campuses.



BUILTINCHICAGO.ORG

2ndKitchen Raises \$4.35M to Bring Restaurant Food to More Establishments

[Keeping users informed on the latest breaking news](#)

Built In Los Angeles
23 hrs · 🌐

These companies raised most funding in LA tech last month.



BUILTINLA.COM

LA's Top 5 November Funding Rounds Amounted to Nearly \$60 Million

[Sharing local updates](#)

How we do it

Twitter Examples



Tagged relevant accounts for more exposure



Covering topics candidates care about



Helping candidates find professional development opportunities



Sharing career advice

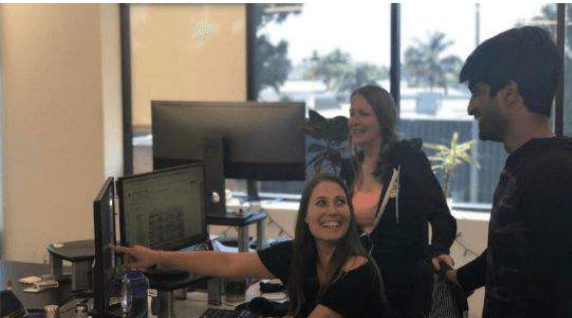
How we do it

LinkedIn Examples

Built In LA
7,633 followers
2d

+ Follow ...

Want to work with data? If so, then these are five local companies you should keep an eye on.




From 3D Printing Rockets to Reinventing Banking: 5 LA Companies Doing Awesome Things with Data

Audience specific caption

Built In NYC
4,174 followers
2w

+ Follow ...

Take a peek. You know you want to.



Office Envy is Real — and These 4 NYC Tech Offices are Proof

builtinyc.com

Showcasing top office spaces to capture users attention

Built In Boston
4,514 followers
2w

+ Follow ...

Inside Boston tech's best company traditions.




Birthday Parties for Harry Potter? These 5 Boston Tech Companies Have Amazing Traditions

Presenting a roundup of unique company cultures

Built In Chicago
17,370 followers
1w

...

Here's what you need to know to start the week.



Weekly Refresh: Chicago Tech Day 2019, and More

builtinchicago.org

Weekly local updates

How we do it

Instagram Examples



Compelling Imagery



Custom imagery



Spotlighting employees



Quotes from employees

Search Engine Optimization

Search engine optimization (SEO) likely wasn't the first channel you expected to see, but it's hands down the most impactful method for attracting and converting tech candidates in the digital age. Let's start by explaining what SEO actually is.

Simply put, SEO is the process of creating and optimizing content to increase the odds of it ranking for a specific search engine query. Everything from the content you create, how you create it and a host of technical considerations influence the odds of content earning a first-page search engine ranking.

So why do we consider SEO to be the most impactful channel for recruitment? For us, it all comes down to volume, intent and scalability.

150M
job-related
searches on Google
per month.

Organic search now represents the world's largest jobs marketplace, allowing us to consistently attract our ideal audience. The sheer volume of job-related searches that occur on Google – [150 million per month](#) and growing – represents a massive audience of job seekers that we couldn't otherwise tap into without spending millions of dollars in paid promotion.

Search Engine Optimization

The intent behind these millions of job-related searches is another reason we invest in SEO. We know someone who searches the phrase “best software engineer jobs in Chicago” or “top tech companies in Seattle” is an active job seeker and we want them visiting our site for this information. Creating content that speaks to candidates’ search intent allows us to get them to our content — and, eventually, job posts — more quickly.

Finally, the channel’s scalability makes it a cornerstone of our promotional strategy. It’s one of the few channels that can scale and grow effectively over time with a repeatable process and little to no expense. There is always something we can do to rank for more relevant search terms, it just takes time and effort. Furthermore, in a space as competitive as the tech industry, search traffic is always growing, making SEO a gift that keeps on giving.

55%

Of all inbound tech applications on Built In originate from organic search.

While SEO is a long-term investment, it has paid off for us; [55% of all inbound tech applications](#) submitted through our eight online communities originate from organic search. In other terms, if your content and jobs don’t rank on the first page of a Google search, you’re missing out on more than half of all tech candidates.

How we do it

Look, we won't lie to you. SEO is hard. Like, *really* hard. It takes time, effort and people with the right skill sets to see success in this channel. We've earned top-three search rankings for more than 3,000 of the most competitive terms out there (humble brag, anyone?), but it's taken us years to build this foundation. That said, we follow some basic guidelines that you can apply to your own efforts when getting started.

Always be researching. With millions of job-related searches happening a month, there are an infinite amount of keywords we could rank for to attract our ideal audience. We know that consistent and proactive keyword research will help us get in front of more job seekers, so we consistently out in the time it takes to stay ahead of the curve.

Produce high quality content. The search terms you write to are important, but if the content is subpar your chances of ranking are virtually nil. We only create content that provides value to our ideal audience, and we do this by always keeping the search intent of a user top-of-mind. Our content uses hyper-focused location- and role-specific keyword targeting to get the right content ranking for the right candidates, significantly increasing the odds of an eventual application.



How we do it

Meet the technical standards. The ever-evolving nature of search engine algorithms requires frequent updates and optimization to the back-end of our content to ensure it's always up-to-par. This work goes beyond the best practices of writing meta descriptions, title tags and other SEO identifiers, and there's no way we could cover everything here. If SEO is going to be part of your strategy, take the time to research these technical considerations to increase the odds of your content ranking.

Perform regular maintenance. A lot of factors can affect our ranking for a search term – a change in Google's algorithm or someone creating a competing piece of content, for example – and our position is not guaranteed. As such, we track all of our content to understand where additional work is needed. This constant maintenance helps us sustain the article rankings we've earned and work towards those we have not.



How we do it

Examples

A screenshot of a Google search for "fintech chicago". The search bar shows the query and a microphone icon. Below the search bar are navigation tabs for "All", "News", "Images", "Maps", "Shopping", "More", "Settings", and "Tools". The search results indicate "About 7,400,000 results (0.52 seconds)". The top result is "43 Chicago Fintech Companies To Know | Built In Chicago" with a URL "https://www.builtinchicago.org" and a snippet: "Jun 10, 2019 - These fintech companies in Chicago are revolutionizing our financial services." Below this is a "People also ask" section with four questions: "What is a Fintech company?", "What are examples of Fintech companies?", "What are some Fintech companies?", and "What are the biggest Fintech companies?". At the bottom, another result snippet is visible: "Fintech Companies In Chicago | Built In Chicago" with a URL "https://www.builtinchicago.org" and a snippet: "We're a socially-responsible FinTech firm that's grown 1,527% over the last three years. Backed by a global investment firm with \$106 billion AUM. Accolades ..."

[“Fintech Chicago”](#) - We rank for spots #1 and #2 for this keyword.

A screenshot of a Google search for "Best places to work NYC". The search bar shows the query and a microphone icon. Below the search bar are navigation tabs for "All", "News", "Images", "Maps", "Shopping", "More", "Settings", and "Tools". The search results indicate "About 224,000,000 results (0.75 seconds)". The top result is "100 Best Places To Work In NYC | Built In NYC" with a URL "https://www.builtinnyc.com" and a snippet: "NYC's Best Places to Work in NYC lists the startups and tech companies with the best employee benefits in the city. Best Midsize Places to Work · Best Small Places to Work · Best Paying Companies". Below this is another result snippet: "100 Best Places To Work In NYC 2019 | Built In NYC" with a URL "https://www.builtinnyc.com" and a snippet: "Built In NYC's Best Places to Work in NYC list ranks the startups and tech companies with the best employee benefits and salary in 2019. Did your company ..."

[“Best Places To Work NYC”](#) - We also rank #1 and #2 for this keyword.

A screenshot of a Google search for "Los Angeles Startups". The search bar shows the query and a microphone icon. Below the search bar are navigation tabs for "All", "News", "Images", "Maps", "Videos", "More", "Settings", and "Tools". The search results indicate "About 16,500,000 results (0.99 seconds)". The top result is "Los Angeles Startups & Tech Companies | Built In Los Angeles" with a URL "https://www.builtinla.com" and a snippet: "Built In Los Angeles is the online community for Built In Los Angeles startups and tech companies. Find startup jobs, tech news and events in the Los Angeles ... Jobs · Startups · Events · Writing Jobs in Los Angeles".

[“Los Angeles Startups”](#) - We own the top spot for this keyword.

Email

Email has quite a few benefits that make it an attractive channel for our content promotion strategy.

Unfortunately, we can't always count on users coming back to our site for more content on their own. People are busy, and especially when communicating with passive candidates, the job search isn't always top of mind. Like social media, email provides us with an opportunity to engage with potential candidates away from our sites. This extended access provides us another outlet to funnel readers to our content.

After creating an account with Built In, we're able to pinpoint the topics a person cares about. Email is a great channel for us to leverage these insights. It's automated nature allows us to quickly share highly-relevant content to the masses.

Email has a
potential return on
investment of
4400%

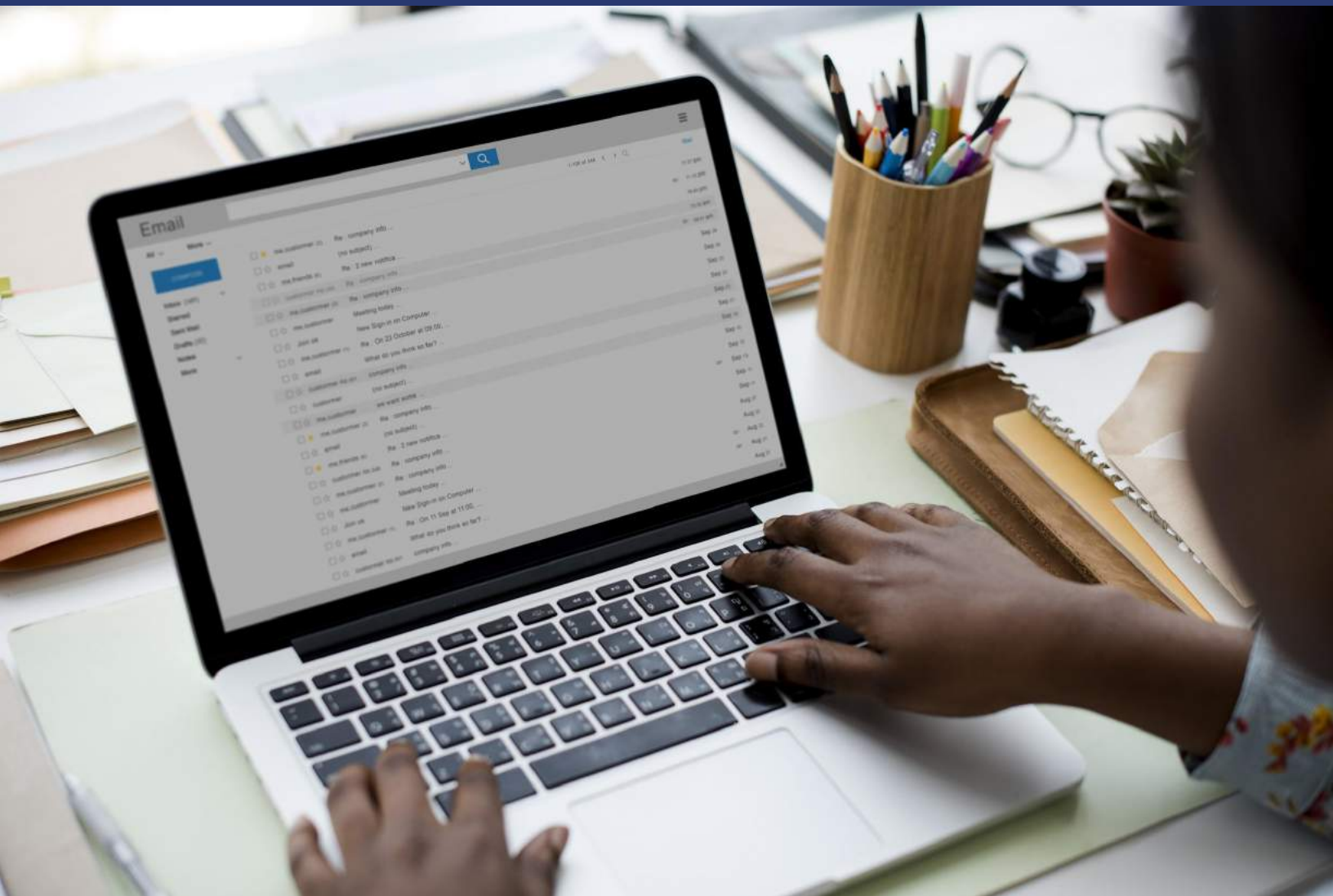
While email isn't free, it is one of the most cost-effective ways to communicate at scale – offering a potential [return on investment of 4400%](#). It's an easy-to-use marketing channel that engages with our audience and gets them back to reading content on our site.

How we do it

Sending dozens of emails a week for many years has helped us refine our email strategy for optimal subscriber engagement. These learnings have helped us along the way.

Our email subscriber lists are segmented by market and skill set. We keep our email lists clean by only sending to engaged subscribers. If a subscriber is showing low engagement, we reduce the number of emails they receive and if they begin interacting with our emails again, we try sending a few more.

With segmented email lists, we are able to easily share personalized content with subscribers. **Personalizing our email newsletter allows it to stand out as a helpful tool, rather than a pushy sales tactic.** Prioritizing relevancy in every email keeps engagement numbers high and readership growing.



How we do it

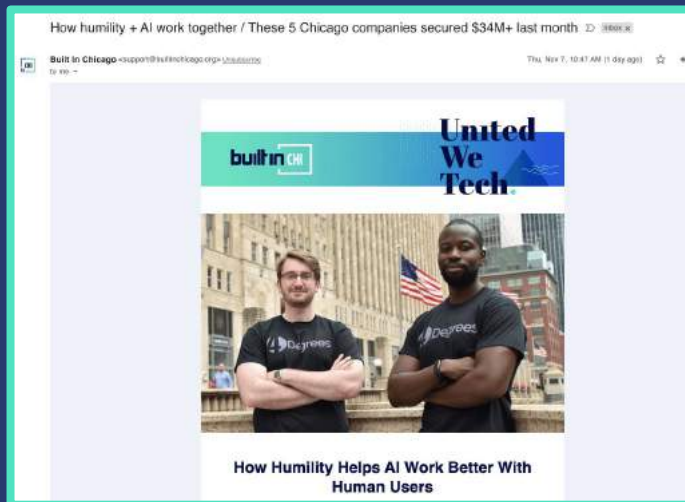
Consistency in an email strategy is important. Over time, we've found the sweet spot of how many emails we can send without overwhelming readers and negatively impacting our subscriber rate. We follow a regular publishing schedule of two emails a week, both with a completely separate purpose. Keep in mind, you may need to send more or less emails depending on your subscribers expectations.

The most important thing we do in our emails is lead with content, not jobs. We realize most candidates today are passive, and need to be convinced before committing to a new job opportunity. Sending emails with only job posts will turn subscribers away and potentially lose their interest forever. Providing them with entertaining and useful content encourages engagement and gets readers back to our site to learn more.

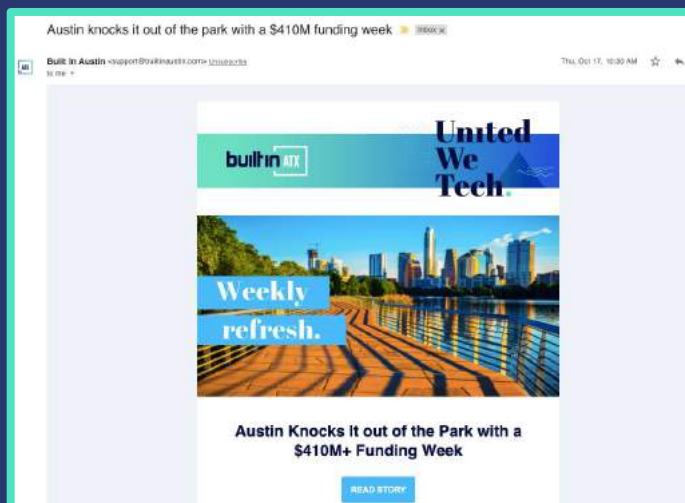


How we do it

Examples



Built In Chicago Email Newsletter - Featuring headlines of Chicago companies.



Built In Austin Email Newsletter - Recapping Austin techies on the latest news.

SECTION IV

Measuring your impact.

All of the work you've done up until now means nothing if you can't measure the impact of your employer brand content. This final step provides insight into what's working and what's not. It helps you optimize and improve your content at every stage of the conversion funnel so you can prove ROI internally. No matter what you uncover in the results, your employer brand will be better because of it.



What Should You Measure?

While driving more qualified applications is likely the overall goal of your employer branding efforts, remember that they won't happen on their own. Each stage of your content conversion funnel influences the next.

You can drive a massive amount of new potential candidates to your website but until you engage them, the traffic isn't worth much. A bridge of content in the middle of the funnel keeps them moving toward application. And without driving new traffic or engagement, you can't reach your ultimate goal.

It's important to track the progress of your content all the way through the conversion funnel and understand the impact you're making at each stage. To get started, here's an overview of what we measure throughout the funnel. Keep in mind that this list is not all encompassing and some metrics will not be important to you, but it will get you thinking about how you can measure the impact of your own content.

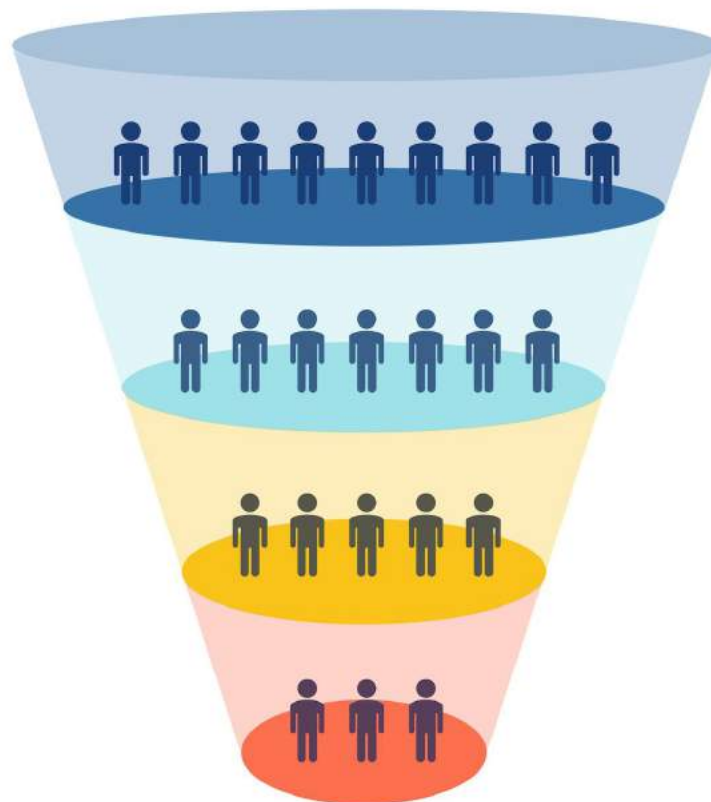
Top Of The Funnel

We understand that in order to drive more applications for our partners, we must first bring new potential candidates to our sites. Measuring the impact of our top of the funnel content is an important step in this process. It provides us with insight on how the bulk of our content is performing and determines if we are attracting a large enough audience to drive the number of applications our partners expect.

How we do it

We measure top of funnel performance using standard website tracking KPIs. While these may not be familiar to many recruiters, they're relatively simple to understand.

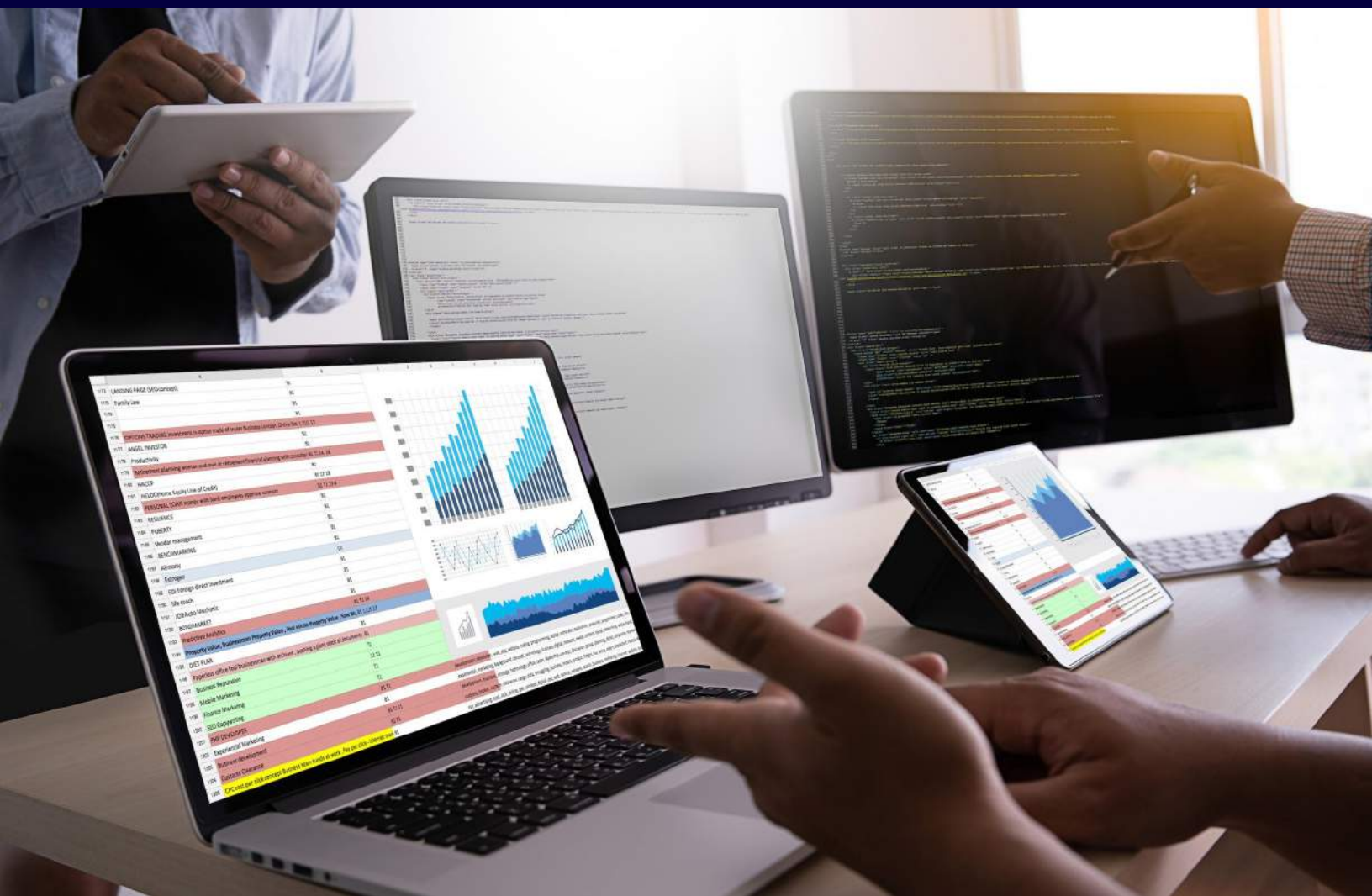
The primary indicator of whether or not our top of the funnel content is performing well is website traffic. We look at not only the number of *new* website visitors, but *returning* visitors as well. It's always important for us to grow our user base, but the more potential candidates we have returning to our website, the better. When we see a significant percentage of returning visitors, we know we're creating content people want to read and engage with. It's the first step in moving them down the conversion funnel towards completing an application.



How we do it

Along with measuring our total traffic, we also focus on the source of our traffic. Identifying where our traffic is coming from helps us understand if our content promotion strategy is working. If we run a social campaign, for example, we expect to see an increase in traffic coming from social media. The same goes for a promotion strategy that heavily invests in email or SEO.

We also pay close attention to average time on page. As the name implies, this metric tells us how much time users spend interacting with specific pieces of content. While there is no right or wrong benchmark to shoot for in this case (users will naturally spend less time on a shorter piece of content and more time on something more in depth), typically speaking you want to see this increase over time. This is a key indicator that potential candidates find your content interesting enough to invest a bit of their limited time in.



Middle Of The Funnel

the majority of users will not apply to a job on their first website visit, especially in today's candidate-driven market. Because of this, **we measure the stickiness of our content** to identify if readers are coming back to learn more. We know this level of engagement is a vital step in moving candidates further down the conversion funnel.

How we do it

To determine if candidates are engaging with our content in a meaningful way, we report on a number of non-application conversions. Measuring your middle of the funnel content will likely look a little different since we drive applications for our partner companies, but here are a few of the conversions we measure.

User Acquisition Each of our local sites encourage users to create an account, which allows them to personalize the content they see and the companies they are interested in learning about. Healthy user acquisition numbers are a clear indication that users like our content and want to hear more from us, getting them one step closer to completing a job application.

While you likely aren't trying to acquire users in the same manner as us, this metric is vitally important if you've created your own talent community, so don't ignore it.



How we do it

Job Alert Signups. Every company profile on our local sites has a “Create Job Alert” call-to-action button which allows users to be notified when a job of interest is posted by that company. This is a big indicator of engagement for us and shows the user is motivated to apply for a job. Measuring the number of alerts created across each site helps us understand how many users have moved down the conversion funnel.

Job Views. At the end of the day, the number of jobs being viewed on our sites is the best indicator of how many candidates we’ve guided to the middle of the funnel. An application can’t occur until someone actually views a job, and many people will view a job multiple times before they apply as they do their research on a prospective employer. This metric can easily be tracked by a standard web analytics tool or ATS, so pay attention to it.



Bottom Of The Funnel

Once your candidates reach the bottom of the funnel your metrics should feel very familiar, as they're what recruiters look at on a daily basis. The only trick is identifying the source of data as your content, which almost all applicant tracking systems are able to accomplish.

Here are some of the metrics you should analyze to prove the ROI of your employer brand content. Remember, all of these numbers should only account for the source being your content, nothing else.

- Number of applications
- Number of interviews
- Number of offers extended
- Number of hires
- Retention rate of employees hired

These numbers will help you optimize your content strategy and convince internal stakeholders to further invest in your employer brand.

Key Takeaways.

We Know Our Audience

Before creating any content, we take the time to identify who our ideal audience is. Without this, our content will likely miss the mark and all of the hard work we put into building it is wasted. To successfully amplify your employer brand with content, take the time to know your audience.

We Give Our Audience What They Want

Unfortunately, we can't read the minds of our ideal audience, but we do strategically identify what they're interested in and how they want to interact with us. All of our content speaks to the topics our audiences care about and is presented to them in an engaging format. Meeting your audience's expectations is one of the most important steps of your employer brand content strategy.

We Meet Our Audience Where They Are

We promote our content on the channels where we know our ideal audience spends their time. Investing in the right promotion strategy is just as important to us as creating content. Without the right distribution mix, you won't see any improvements in the recognition of your employer brand.

We Are Always Optimizing

There are a lot of decisions we make about who our audience is, what they want to hear and how to promote content to them, and we don't always make the right choice. That's why we always measure how our content is performing against the objectives we put in place. Knowing how your content is performing will identify what areas of your content strategy you need to work on and how to optimize efforts to boost your employer brand.

GREAT COMPANIES NEED GREAT PEOPLE.

THAT'S WHERE WE COME IN.

Built In is a network of eight online communities connecting startups and technology companies with passionate tech professionals. We help you build your employer brand through content and events, promote your culture and hire the right candidate for every position.



Connect with us today.

Select a market to get started

built in **ATX**

built in **BOS**

built in **CHI**

built in **CO**

built in **LA**

built in **NYC**

built in **SF**

built in **SEA**