



**A Quick-Start Guide To:
Personalized
Recruitment Marketing**

Before we begin, let's start with a little exercise.

Take a minute to think about all of the marketing you've been exposed to over the last 24 hours.

- ✓ You likely received at least one email with your name in the subject line.
- ✓ Or perhaps you received a robocall from your gym reminding you about that workout class you signed up for tonight.
- ✓ And maybe you even saw a targeted ad on Facebook for a pair of shoes you added to an online shopping cart but never purchased.

All of these tactics have one thing in common – personalization.

Today's marketing is hyper-personalized to the customer's tastes, preferences and behaviors. It's no longer a one-to-many approach, or even one-to-few. Whenever possible, it's one-to-one.

As the nature of consumers' buying behavior changed and technology enabled a new world of personalization options, marketers pivoted their strategies to keep up.

It's time for recruiters to do the same.

INTRODUCTION

Why You Should Read This.

Competition for talent has never been tougher, especially for highly-specialized roles. Hiring an elite DevOps engineer, machine learning data scientist or technical product manager just isn't realistic with a traditional, one-size-fits-all recruitment marketing strategy. These candidates have unique skills, motivations, interests and expectations of potential employers that require a custom touch. You need a very strategic and ultra-personalized approach to hire for these hard-to-fill roles.

This guide will help you embrace personalization within your own recruitment marketing strategy and give you the tools you need to get started.

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SECTION I

Why Personalization Matters.

SECTION I

1.

It allows you to stand out from the noise. Just like consumers that face an overwhelming amount of advertising, elite candidates are bombarded with messages from recruiters nearly every day. So how do you stand out from the noise? With personalized messaging. This small tweak to your recruitment marketing strategy can significantly influence the way candidates perceive your company as a potential employer. It shows the candidate they aren't just another email address in your queue and that you have a genuine interest in them being a part of your organization.

87%

Survey results show 87% of consumers think more highly of a brand when they receive personally relevant content from them.

2.

It engages candidates. Building engagement with candidates is key to meeting your hiring goals, and research proves engagement and personalization go hand-in-hand.

Sharing your company's message with candidates in an impersonal way is deterring the vast majority of job seekers from exploring your roles further, which in a highly competitive job market is a recipe for disaster. Personalizing your recruitment marketing efforts will foster the engagement you need to keep candidates interested in your company as a potential employer throughout the candidate journey.

14%

Personalized emails receive 14% more clicks on average than those that aren't personalized.

83%

Engagement rates are 83% lower when irrelevant content is presented to consumers.

72%

In 2019, almost three-fourths of consumers said they would only interact with content that is personalized to their interests.

SECTION I

3.

It's what candidates expect. At the end of the day, candidates are consumers too. They're used to being marketed to in a hyper-personalized way, and it's only natural they'd expect recruiters to follow suit. The one-to-many approach around which most recruitment marketing programs are built is outdated and turns candidates away.

Don't believe us? 70% of millennials are frustrated with companies that don't send personalized emails. With this generation now representing the majority of the workforce, you can't risk pushing them away.

70%

of millennials are frustrated with companies that don't send personalized emails.

4.

It drives applications. Personalization does more than make consumers happy. It impacts a business' bottom line.

Recruiters are starting to take note of the influence personalization has on revenue and are working to drive similar results in their hiring efforts. Applying the same personalization tactics utilized by marketers will push candidates to apply for your open roles.

Personalizing your recruitment marketing efforts is not a strategy you set to the side, but one that will put you on the path of achieving your hiring goals.

79%

of companies that outpace their revenue goals have a personalization strategy in place.

78%

of people are more likely to make a purchase from brands that share relevant content.

80%

of consumers who get a personalized experience with a company are more likely to buy from them.

SECTION II

Prepare to Personalize: Gather Your Candidate Research.

The goal of a recruitment marketing strategy is to increase awareness, nurture engagement and drive applications. With this comes plenty of opportunities for personalization, but also plenty of opportunities to get it wrong. Simply put, you have to do your research. Knowing exactly who you're targeting, what content to create and how to convert your ideal candidates is the key to a successful, personalized approach.

What you may not realize is you already have a plethora of knowledge at your fingertips to help personalize your recruitment marketing strategy. Your candidate personas, candidate journey maps and employer brand research should provide more than enough information to get started.

Let's break down each of these resources and see exactly how they can help you personalize your recruitment marketing strategy and attract the specialized candidates you're looking for.

SECTION II

Candidate Persona



A candidate persona is a fictional profile of an ideal candidate for a specific role that is both detailed and data-driven. Creating a candidate persona for each open role helps companies understand exactly what they're looking for in a job seeker before the recruitment process begins.

Why It Matters

One of the easiest ways to begin personalizing your recruitment marketing strategy is to segment your audience so you know exactly who you're talking to. Luckily, your candidate personas have this information covered.

Characteristics a candidate persona includes:

- Work experience
- Education (degrees and certificates)
- Geographical location
- Specific skill sets
- Communication style
- Preferred work environment
- Professional goals and motivators
- Personal online behaviors (i.e., where they spend their time online)

Insights from your candidate personas should be used as the groundwork for brainstorming content topics to use in your recruitment marketing campaigns. It gets you that much closer to the one-to-one engagement you need to attract sought-after candidates. Aside from highlighting the topics you should be creating content about, a candidate persona should also shed some light on where to share and promote that content. Creating great content does nothing unless you're getting it in front of the right audience.

If your recruitment marketing strategy aligns with your candidate persona research, you'll be that much closer to connecting and engaging with your ideal candidates in a truly personalized manner.

Candidate Persona Example

Let's take a look at a candidate persona example that does a good job of identifying the topics a candidate would care about and the ideal ways to promote this content to them.

MARKETING MARY

- BACKGROUND**
Works at a target company
Relevant qualifications
BA at top university
- GOALS**
Ambitious
Wants rapid career growth
Prizes learning
- EXPERIENCE**
2-5 years experience
Has managed a team
Proficient with Marketo and Salesforce
- OBJECTIONS**
Typically frustrated with bureaucracy
Ambiguity around career progression
Hates lengthy review processes, wants to move fast
- SKILLS**
Excellent verbal and oral communicator
Content marketing expert
Lead acquisition and nurturing
- WATERING HOLES**
Facebook groups
Marketing meetups
Attends industry conferences

Image Via Beamery

Beamery's candidate persona details many key attributes of an ideal employee that will help them build a more personalized recruitment marketing strategy. In this instance, we see that the ideal candidate has managed a team before, is an expert in content marketing and desires rapid career growth, all of which would make great topics for recruitment marketing content. Additionally, they found the candidate spends a lot of time in Facebook groups, making it an ideal channel to promote the content they create.

Complete this worksheet to define the ideal candidate for your open role.

Title of Open Role: _____

Department of Open Role: _____

Location of Open Role: In-Office City: _____ Remote

Required Skills:

| | | |
|----|----|----|
| 1. | 2. | 3. |
| 4. | 5. | 6. |

Years of Experience: _____ Education: _____

Work Environment: _____ Communication Style: _____

Personal Motivators: Learning Responsibility Growth Transparency

Others: _____

Professional Goals: _____

Where Time is Spent Online:

Social Media Channels: _____

News Publications: _____

Other _____

SECTION II

Candidate Journey Map

A candidate journey refers to the experience a candidate has when applying for a position at your company. It starts with the first interaction and includes everything in between up until they are either rejected or accept your job offer.

SECTION II

Why It Matters

Understanding your candidate journey can help you answer a host of important questions:

- Where do your ideal candidates come from?
- How did they first discover your job opportunity?
- How much research did they do before applying?
- Where did they conduct their research?
- What convinced them to actually apply?
- How did they apply?

And within the answers to these questions are insights into how you can personalize your recruitment marketing strategy.

Your candidate journey map should lay out every interaction candidates are likely to have with your company during the application process, allowing you to pinpoint the areas that are prime for personalized materials tailored to your candidates' expectations.

It's one thing to understand what a good candidate experience is, it's another thing to actually create a candidate experience that will leave specialized job seekers wanting more from your company.

SECTION II

Candidate Journey Example

Let's take a look at an example of a candidate journey map to understand what elements of the research will help the most in personalizing a recruitment marketing strategy.

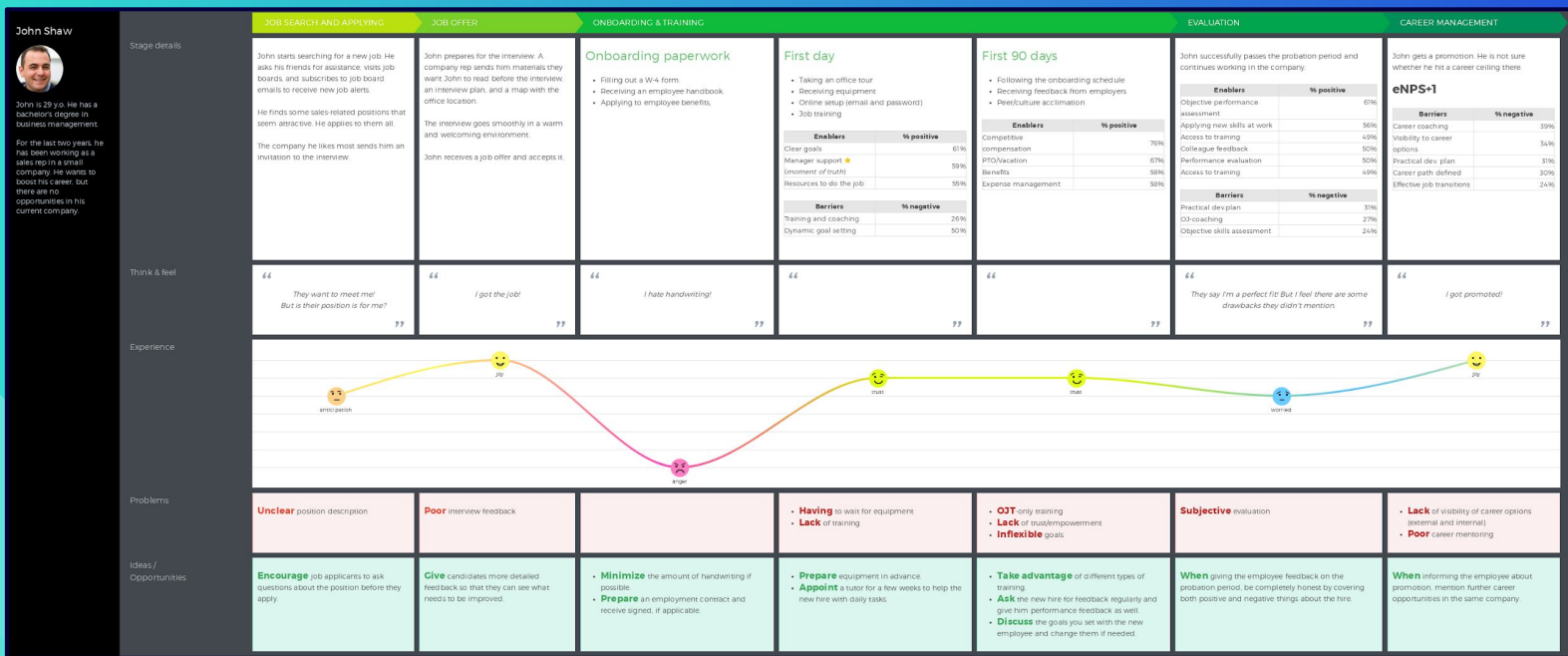


Image Via UXPressia

UXPressia does a great job of mapping out what a potential employee's journey would look like with a company. It starts in the job search phase and goes beyond just the offer stage, into career development for the candidate. This all-inclusive look at a candidate's experience provides a great opportunity to analyze where personalization makes the most sense. It even taps into how the candidate may be feeling within each stage allowing them to elevate their personalization tactics.

Complete this worksheet to define the the experiences your candidate goes through when applying to a role at your company.

Stage 1: Job Search

What information do you share about your company?

- Benefits
 Company Culture
 Employee Quotes
 Salary

Others: _____

Where can candidates find your job posts?

- Career Page
 Facebook
 Twitter
 LinkedIn
 Instagram

Third Party Sites: _____

Others: _____

Stage 2: Application

How long does it take to complete an application? _____

Do you require a cover letter with the application? Yes No

Stage 3: Job Offer

What's the average timeline from application to job offer? _____

What communications are sent after a candidate accepts an offer? _____

From the responses above, identify the three biggest risks for pushing candidates away and three opportunities for better attracting candidates.

| <u>Risks</u> | <u>Opportunities</u> |
|---------------------|-----------------------------|
| 1. | 1. |
| 2. | 2. |
| 3. | 3. |

SECTION III

Employer Brand Perception

Your external employer brand is the reputation your company holds as an employer among job seekers and key stakeholders. The best way to discover what job candidates look for in their ideal employer brand is by asking them in the form of an employer branding survey.

SECTION III

Why It Matters

Understanding the current perception of your brand as an employer – good or bad – helps you determine how specialized candidates will feel about you as a potential employer. You can create the most personalized content in the world and share it on the exact channels your ideal candidates spend their time, but if they research your company and see something they don't like, all your work will be for naught.

Determining the current perception of your employer brand will help you discover what attracts candidates to your company and what pushes them away. Your external brand may describe your company as a diverse and inclusive work environment – something that candidates will admire. Or it may paint the picture that your company doesn't support professional development and learning – something that will turn candidates away. Getting the full scope of what's being said about your company, whether or not it's accurate, and how candidates are reacting to it will set up your personalization strategy for success.

Employer Branding Survey Example

The easiest and most effective way to assess your external employer brand is with a survey. While there is no limit to the questions you can ask in an employer branding survey, we've narrowed down a few targeted questions that will help you get started and gain insight into your external brand's reputation. Be sure to modify the format and subject matter of these questions to align with your needs and situation (which we'll help with in the next section).

Built In: Employer Branding Survey

Thank you for your interest in working at Built In! We love to quickly gather insight into how you heard about us, why you applied for one of our roles and what your candidate experience was like with our company. Please take five minutes to complete this survey and help us identify areas of improvement.

How did you first hear about Built In?

- A Built In employee
- Social Media
- Email Newsletter
- Other: _____

What research did you conduct on Built In before applying?

- Reviewed Built In social channels
- Looked you up on Glassdoor
- Talked with a Built In employee
- Other: _____

Employer Brand Survey



Complete this worksheet to draft an employer branding survey that will help you understand how candidates perceive your company.

Goal of the Survey: _____

Who Will Receive the Survey?

Past Applicants Recent Hires Talent Community Members

Others: _____

Now, it's time to draft the questions to include in your survey. We've included a few example questions below but be sure to add others and modify the questions below as needed.

Question 1: *Example:* Circle the response that best aligns with this statement: The application process was quick and easy. _____

Strongly Disagree Disagree Neutral Agree Strongly Agree

Question 2: *Example:* On a scale of 1-10, one being the worst and ten being the best, how would you rank Built In as a potential employer? Please circle your response. _____

1 2 3 4 5 6 7 8 9 10

Question 3: _____

Question 4: _____

Personalized Recruitment Marketing Content Examples.

To help you get a sense of how to build more personalized content, we're breaking down eight articles we've produced with specialized job seekers in mind. Each example includes a recap of the article, how we built it and how you can recreate it.

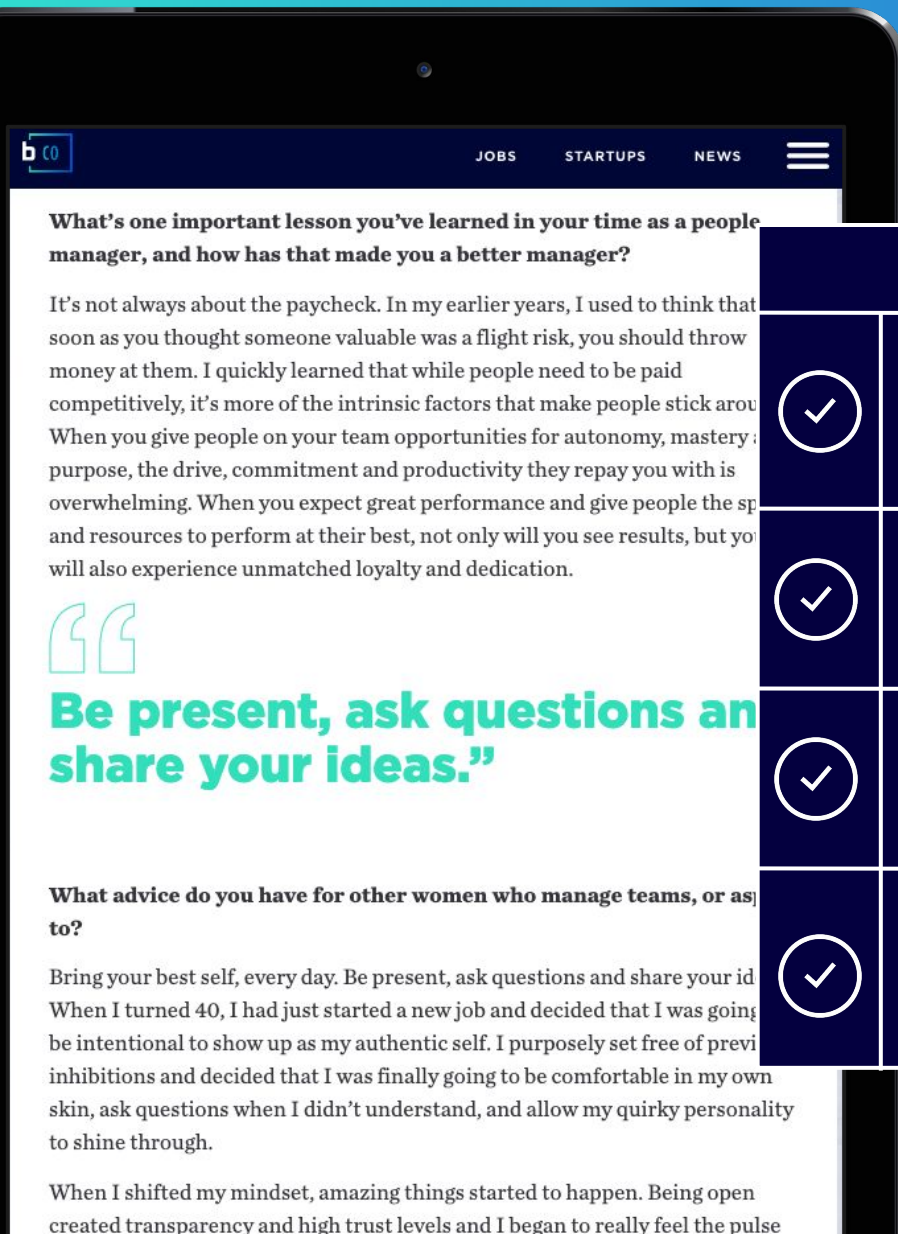
This section will give you all of the inspiration you need to start creating more personalized content today.

EXAMPLE 1

8 Women in Tech Share Their Best Advice for Managing a Team

Good advice is always useful, but it often means more when it comes from someone the recipient can relate to. Whether that's someone with a similar background, career path or, in this case, of the same gender.

[Click here to read the full article.](#)



Personalization Features



Demographics:
Women tech professionals



Experience:
Mid-level



Professional Goal:
Improve managerial skills



Motivation:
Earn a managerial position

EXAMPLE 1

Why We Wrote It

The technology industry has developed a bad reputation as an old-boys club, and with good reason. Gender disparities within the industry, especially at senior levels, are rampant, and not enough companies are addressing this challenge in a meaningful way. Rather than hide from this fact, we tackled it head on. We connected with eight tech professionals and asked them to offer advice for managing a team that will help other women in the industry looking to advance their positions. By refusing to back down from this topic, we not only provided useful insights to our readers, but we positioned the eight featured companies as progressive change-makers.

How You Can Recreate It

This is one of the easiest formats to repurpose in your own personalized recruitment marketing efforts. Gather a panel of internal women employees and give them the opportunity to offer advice from their first-hand experiences. If you repurpose our managerial advice approach, they don't even need to be from the same department.

Regardless of the questions you ask, the resulting content will be invaluable to younger women trying to advance their own careers.

EXAMPLE 1

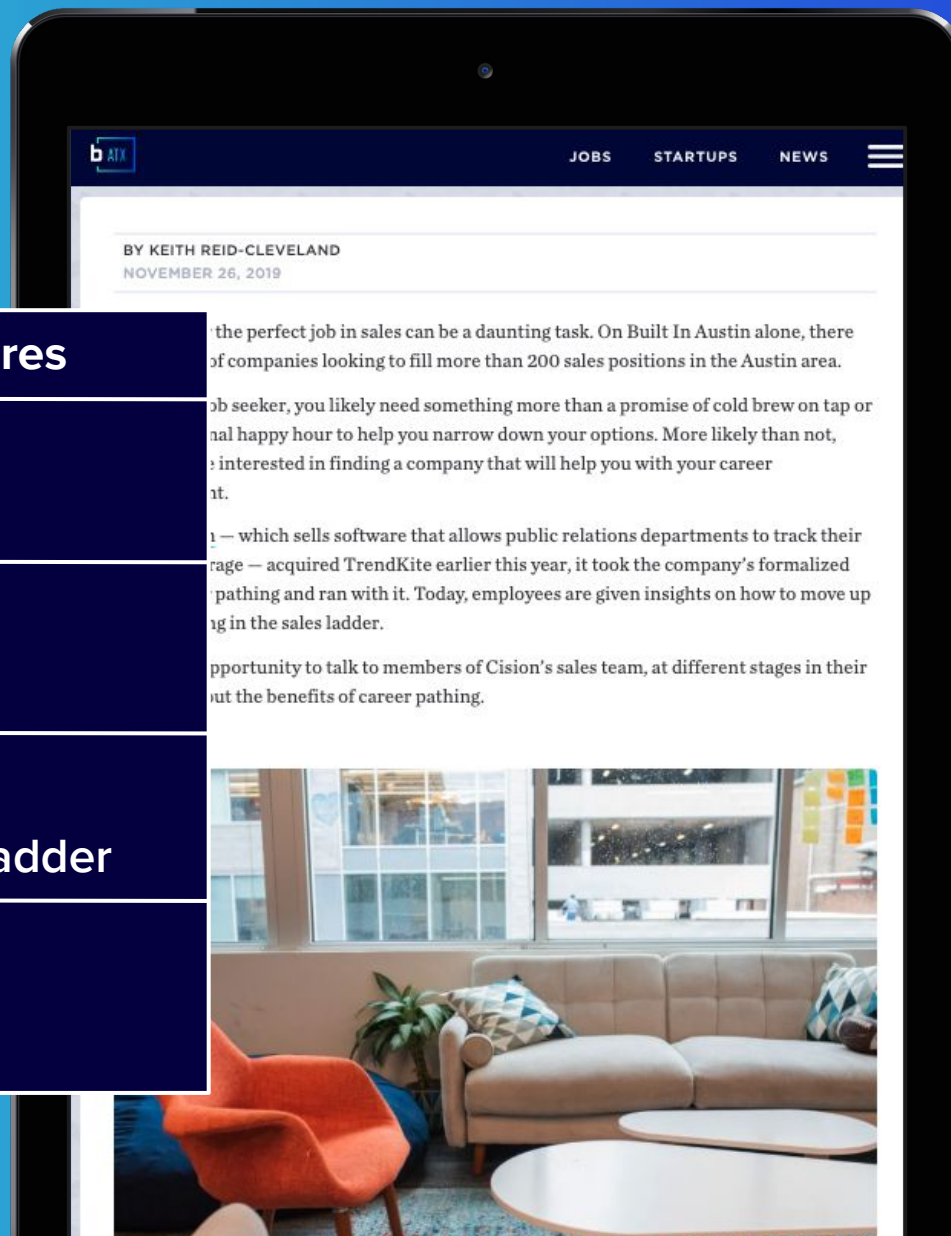
Bonus: Pro Tip

Take a page out of our book and focus less on the fact that your interviewees are women and more on the fact that they're elite, seasoned professionals. This will go a step further in demonstrating your authentic dedication to gender equality and reduce the chances of your pieces coming off as mere lip service.

How Cision's Homegrown Sales Team Benefits From Formalized Career Pathing

In this article, we covered Cision's unique career pathing strategy for its sales team through the perspective of three employees. Each employee is in a different stage of their career at the company and shares a unique outlook on the program's benefits, challenges and outcomes.

[Click here to read the full article.](#)



Personalization Features



Skill Set:
Sales



Experience Level:
Entry-Mid level



Professional Goal:
Move up the career ladder



Motivation:
More responsibility

EXAMPLE 2

Why We Wrote It

Professionals in the early stage of their careers want to understand what their career path could look like within an organization. What opportunities do they have to grow? How will their responsibilities change over time? By focusing on Cision's documented career pathing strategy, we were able to show young sales professionals exactly what their journey with Cision could look like, which can be a powerful motivational factor when convincing someone to apply.

How You Can Recreate It

First, think about the career opportunities you provide your employees. Do you have a professional development stipend? Are you offering onsite or digital training sessions? Or maybe you have a documented career pathing strategy like Cision. Understanding how you're meeting the expectations of your candidates will be the foundation of your article. Next, think about how this affects the specific team you're hiring for. This will determine the questions you should be asking internal employees. Be sure to interview employees at different stages of their careers so job seekers can see both their current opportunity within your organization and what the future might hold.

While our article focused on Cision's sales team, you can apply this approach to any discipline.

Bonus: Author Perspective

The author of this piece gave us insight into his interview with Cision and what he learned from the discussion.



One of the most fascinating parts of my job is learning about the unique ways companies operate. In the case of Cision, I enjoyed learning how it took a risk by establishing a structured career path for its sales team and how it went on to be a huge success in regards to promoting internally and retaining quality employees."

KEITH REID-CLEVELAND
STAFF WRITER

How to Become a Product Leader – Not Just a Product Manager

Product management is one of the fastest-growing fields out there, but it's so new that the career path is still somewhat nebulous. With that in mind, we connected with four product management professionals to get the stories behind how they became experts in their field. The story focuses on the skills product managers must have to take their career to the next level and how the featured experts have expanded their knowledge in the space.

[Click here to read the full article.](#)

They possess more than high emotional intelligence; product leaders also know how to immerse themselves in the worlds of their users.

“As clichéd as it sounds, there is no substitute for spending time in your user communities,” said Chief Product Officer Shiren Vijiasingam. “Be a bit of a sociologist and observe the microcult of your industry.”

Below, we spoke to four New York-based product management executives about how they've established themselves as product leaders in their space. They mentioned finding otherwise-unseen areas of opportunity and building strong relationships with the company's customer service teams.



Personalization Features



Experience Level:
Mid-level



Professional Goal:
Take their career to the next level



Skill Set:
Product managers

EXAMPLE 3

Why We Wrote It

Whenever a new field or discipline emerges, there's a natural rush of interest. Motivated candidates want to learn how to get in on the action, but they often need a little guidance. We interviewed these specific professionals because they've already been around the block and were able to offer some real insights to their younger peers. It also helped us connect with product professionals interested in taking a more senior role, thereby connecting these people with our partner companies looking to make these hires.

How You Can Recreate It

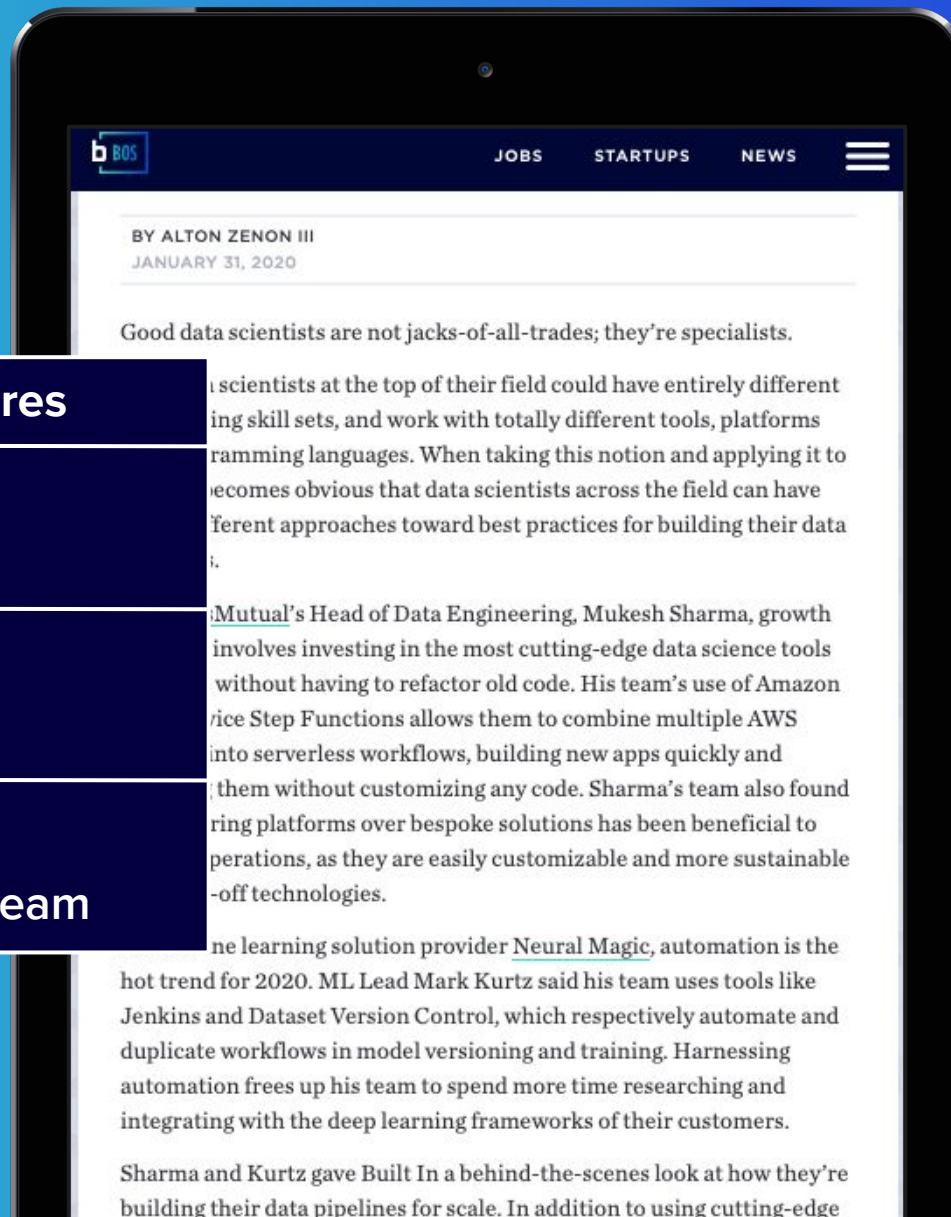
Interview leaders within the department for which you're hiring to hear how they got to where they are today. Ask them about lessons they've learned along the way and any advice they have for professionals looking to become leaders in their field. Focus on leaders who have moved up the ranks within your organization if possible, as it would give insight into what a career path looks like within your company.

This approach will not only get your company (and jobs) in front of potential candidates, it will provide real value which will leave a lasting positive impression with passive candidates that aren't ready to make a career change today.

Data Scientists Share What Technologies They're Using to Build Their Data Pipelines – and Why

In the world of data science, the tooling you choose to use — or not use — can make all the difference. In that spirit, we sat down with two data scientists to learn what their tech stacks look like and how they use these tools to build data pipelines at scale. They also shared some advice on how to create a more efficient data science team, adding even more value to the piece.

[Click here to read the full article.](#)



| Personalization Features | |
|--------------------------|---|
| ✓ | Skill Set: Data science |
| ✓ | Experience Level: Mid- to senior level |
| ✓ | Professional Goal: Manage an efficient team |

EXAMPLE 4

Why We Wrote It

Data science is a very specialized discipline, and practitioners who possess the requisite skill set today may find themselves behind the times tomorrow if they don't continue to develop their technical abilities. Motivated candidates understand that their ability to master and utilize the most relevant tooling will greatly enhance their career opportunities, so we set out to provide them with some first-hand feedback from two industry professionals. It also presented us with an opportunity to seamlessly introduce readers to two of our partner companies in a natural manner. A win-win.

How You Can Recreate It

Tech stacks are becoming increasingly important to candidates in all roles, from software engineering to sales. Knowing how to work with the latest and greatest technology can have a significant impact on a person's career, which makes your various tech stacks an ideal opportunity to speak to the needs and desires of unique candidates. This is a simple approach that any company can mimic. Touch base with your teams and dig into the tools they use to get the job done, but don't stop there.

Go a layer deeper to uncover why they use this stack and how it allows them to do innovative and exciting work.

Bonus: Author Perspective

We spoke with the author of this article to hear what he enjoyed most about writing this piece and advice he has for conducting interviews.



I found this piece really enjoyable to write because of the expertise of the respondents and the level of specificity in their responses; it was a fun challenge to tackle. Detailed responses allow three things to happen: writers can craft a more engaging story, readers are more absorbed by the content and can learn new information and companies/interviewees position themselves as thought leaders surrounding a topic."

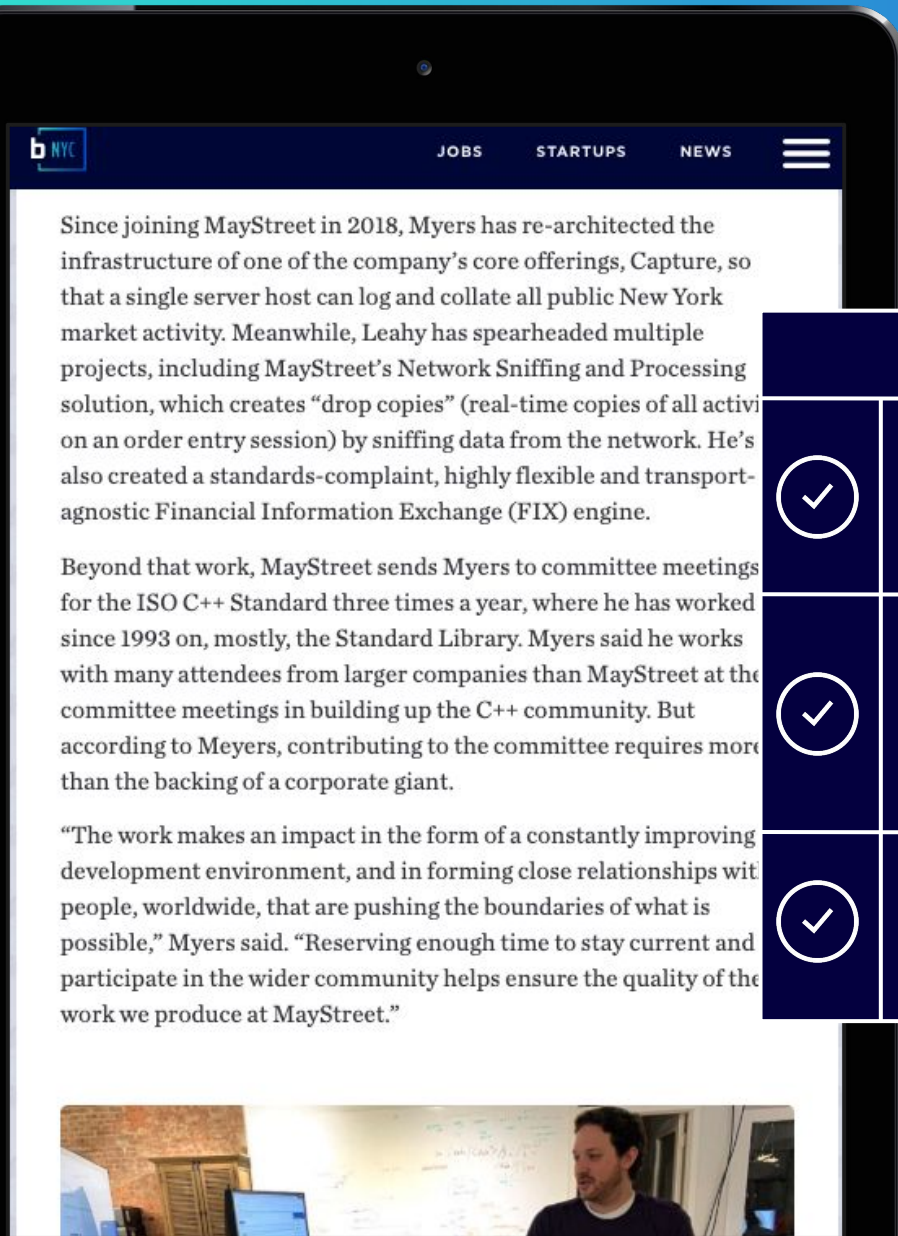
ALTON ZENON III
STAFF WRITER

EXAMPLE 5

How MayStreet Engineers Give Back to the C++ Community

This is an example of an article that took our tech stack approach to the next level by focusing on one individual programming language — C++. While a piece like this is only applicable to a relatively small number of candidates, it connects with them on a truly one-to-one level by focusing on a single topic that’s of interest to them.

[Click here to read the full article.](#)



| Personalization Features | |
|--------------------------|---|
| ✓ | Skill Set: Software engineer |
| ✓ | Motivation: Working with the C++ programming language |
| ✓ | Professional Goal: Professional development |

EXAMPLE 5

Why We Wrote It

In the world of software engineering, there are more languages, libraries and frameworks than you can shake a stick at, and every one is its own unique animal. On top of that, many engineers are fiercely loyal to their language of choice and actively contribute to the user community. C++ engineers aren't exactly growing on trees, so we wanted to showcase a real team that not only utilizes the language, but actively contributes to the user base as well. It didn't hurt that it also introduced them to a new potential employer, either.

How You Can Recreate It

First, the bad news: this approach is only relevant to candidates for highly technical roles so you won't be able to deploy it across the board. But the good news is this is one of the easiest formats to recreate in your own recruitment marketing efforts. Start by connecting with your engineering team and ask what languages are must-haves for potential candidates. Then, dig into what that team does to contribute to the user community of those languages.

Remember, when it comes to recruiting candidates with extensive knowledge of the tools your team works with, casting a wide net is the wrong approach. Rather, focusing on the individual language or languages you use is the best way to provide a hyper-relevant (and hyper-personalized) recruitment marketing experience.

EXAMPLE 6

6 Sales Managers Share Creative Ways to Motivate Your Sales Team

When it comes to connecting with potential sales candidates, it's all about the carrot. In this article, we asked six sales managers to tell us how they keep their teams happy and motivated. This format can certainly be applied to other functions, but it really works wonders with sales professionals.

[Click here to read the full article.](#)

But how do sales managers motivate a team to keep crushing their quotas month after month? To start, [Drift Sales Manager Mike Castillo](#) said creating a culture of continued learning helps keep reps pushing for success.

"If people are placed in positions where knowledge acquisition is an absolute constant, they tend to become highly engaged and stimulated by work," Castillo said.

Managers understand the importance of building the skills of their reps, and they take a variety of approaches to facilitate growth within their teams. For instance, managers work to understand what motivates their employees and provide tailored coaching strategies to help reps meet personal and professional goals. As well, leaders create work environments that encourage team members to support one another and share knowledge.

Personalization Features



Skill Set:
Sales



Experience Level:
Entry- to mid-level



Motivation:
Motivation! (No pun intended.)



EXAMPLE 6

Why We Wrote It

Sales is a tough gig. Sales reps face hang ups, unopened emails, no-show meetings and the dreaded “We’ve decided to go in another direction” conversations on a daily basis, and on top of all that, their salary is tied to their commission. This sort of environment tends to attract people who are motivated by challenge, but how can a company ensure that motivation always stays high? Sales reps know they’re putting a lot of skin in the game, and they expect some reciprocity from their employer. Focusing on what managers do to keep their reps happy and motivated — that is, what’s in it for them — is a perfect fit for this audience.

How You Can Recreate It

Our article featured sales managers from six different companies, but you can easily apply this approach by featuring multiple members of your own team. It’s about as easy as can be, too. Simply set some time to speak with your sales team and dig into the factors that motivate them to keep dialing. But there is a catch. Many people that try to recreate this approach make the mistake of simply featuring the factors that motivate employees without digging into what makes those factors motivational. In other words, they feature the “what” and ignore the “why.”

Digging a layer deeper in your interviews
will help you accomplish two key goals.

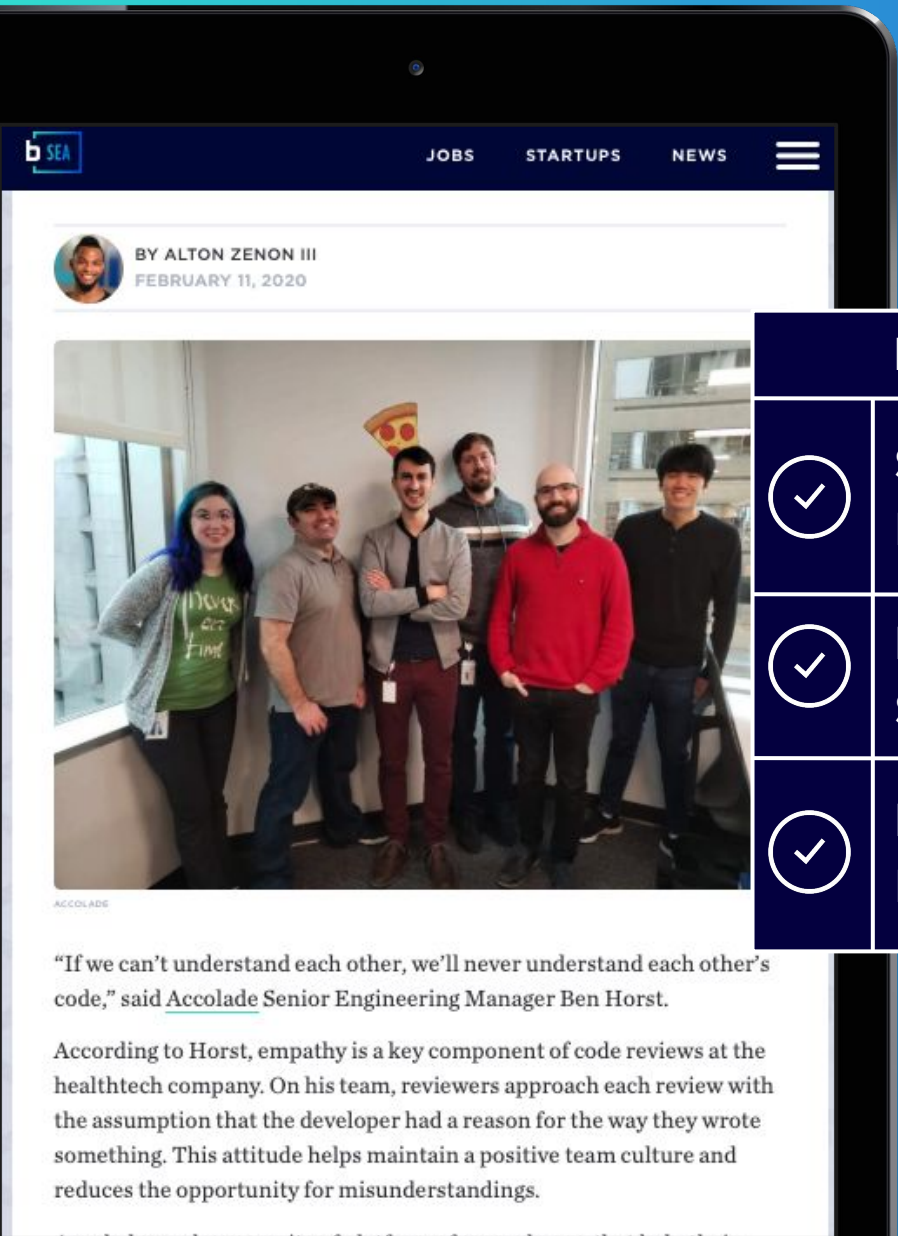
First, it will help potential candidates get to know your employees and envision themselves working with them before they even apply. Second, it will demonstrate that the company has taken the time to truly get to know its people on a more personal level, which is always what a candidate wants to see.

EXAMPLE 7

Code Review Matters: Best Practices From This Engineering Leader

Standardizing the code review process isn't easy. Not only do engineers have to build clean, reliable code, but they must also be able to provide constructive feedback to peers. Regardless of how difficult it may be, however, code review is an essential trait software engineers must master in order to be effective contributors.

[Click here to read the full article.](#)



| Personalization Features | |
|--------------------------|---|
| ✓ | Skill Set: Developer |
| ✓ | Experience Level: Senior level |
| ✓ | Professional Goal: Be a better leader |

EXAMPLE 7

Why We Wrote It

This article is all about professional development. Given the importance of code review, we knew that software engineers were looking for any information that would help them develop this skill set, and we tapped into that interest. First, we looked at how our partner Accolade runs its code review process to shed some light on best practices. Next, we explored how the company promotes success and respect throughout the experience.

How You Can Recreate It

Every team, regardless of its function, is constantly working to solve challenges and improve processes, which offers fertile ground for your personalized recruitment marketing efforts. Offering real insight into how a challenge arose and was tackled will give potential candidates a chance to learn from your organization (while subtly sharing how seamlessly your amazing team operates, of course).

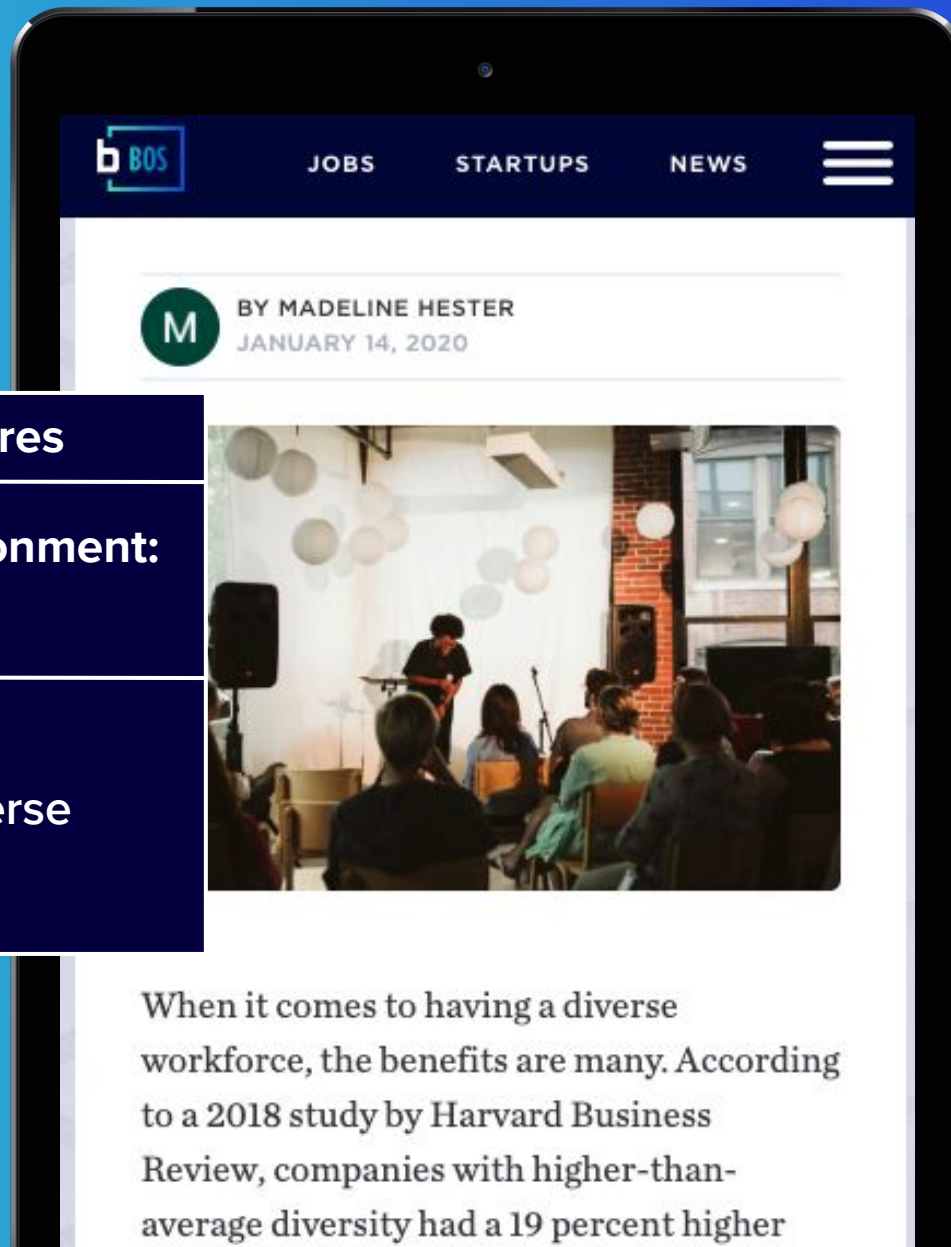
This approach works across the board, so don't limit yourself to just your engineering team.

EXAMPLE 8

How to Build a Workplace That Supports a Diverse Team

Building a diverse team takes more than good intentions. It requires an investment in an inclusive working environment and continuous improvements to make every employee feel valued. In this article, we asked the CEO of Wistia to share specific examples of how leadership supports diversity and inclusion at its company.

[Click here to read the full article.](#)



Personalization Features



**Preferred Work Environment:
Inclusive Office**



**Motivation:
Work with a more diverse
team**

EXAMPLE 8

Why We Wrote It

Diversity and inclusion are becoming top priorities for candidates considering new opportunities. They understand that being surrounded by like-minded people doesn't necessarily cultivate a creative and forward-thinking workforce. Discussing examples of how Wistia works toward a more diverse and inclusive workplace signals to candidates who care about this topic that it's ahead of the curve and invested in making all employees feel equal.

How You Can Recreate It

Gather the best examples of how your organization has invested in diversity and inclusion, or another aspect of your culture that the specialized candidate you're looking to hire cares about. Being specific about the initiatives you've already built into your culture shows it's not just something you talk about, but something you act upon. Identify the person within your organization, ideally someone from your leadership team, that's best equipped to speak to your efforts and the impact they have had on your current employees.

Show, don't tell.



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.



Let's work together:

Select a market to get started

[Austin](#) // [Boston](#) // [Chicago](#) // [Colorado](#) // [Los Angeles](#)
[New York City](#) // [San Francisco](#) // [Seattle](#)