



The Most Popular *Industries* of the Year.

**Growing Markets And
Candidate Priorities
Reign Supreme**

#FINDYOURFORWARD



Introduction.

For people in the workforce today, there's a certain peace of mind that comes with knowing you're working in a stable, if not growing, business.

Major bonus points are awarded if that same business is rooted in an industry that the employee is interested in and the company is driven by a worthwhile mission.

Here are some numbers to illustrate what this looks like: According to our recent Built In Tech Worker Survey we did in partnership with Brandata, **56 percent of tech employees said job security would keep them with an employer even if a better offer came along.**

Additionally, 59 percent of professionals today say they're attracted to companies based on their missions and 22 percent start their employment search with industry-specific job boards.

In short, today's talent wants to work in industries they deem to be safe based on the job security they provide. They also have to be engaging fields. And the employer they choose should have values or a mission in line with the employee's own moral code. This notion, in part, contradicts the old line of thinking that people "find their purpose" at work. But in fact, professionals today know their purpose — they seek employers whose mission is congruent with their own.

But what industries do candidates find interesting and secure year over year? The ones that are growing — quickly — and are rife with innovation and opportunity. They're also intrigued by certain industries coming to the forefront of the news cycle based on current events, the way interest in healthtech stories boomed following the spring of 2020.

To learn more about the markets candidates seek out most, we analyzed the top 10 industries that millions of monthly users searched for across all of 2021. Based on the results and how they stack against 2020's top 10, we learned what tech professionals are most interested in and why. And we want to share these findings with you.

Before getting into the meat of the report, however, it's important to note that "most searched-for" here doesn't always equate to "most applied-for." Tech talent can show a great deal of passive interest in industries that are in the news a lot for reasons — good and bad. But usually, where there's interest from professionals, there's some form of growth happening in that industry. And where there's industry growth, both active and passive job seekers often see opportunities to investigate roles at companies taking advantage of the prosperity in their field.

And there's prosperity to be found across every industry, from funding worth hundreds of millions to startup leaders using their company mission to motivate their small teams to achieve big wins.

This report features the top 10 list of industries tech pros were interested in last year. But even for companies outside of these fields, we offer key insights and a game plan on how you can use employer branding to showcase your success and mission to boost your appeal with candidates.

TABLE OF Contents

- **SECTION 1:** Executive Summary
- **SECTION 2:** The Top 10 Most Popular Industries of 2021
- **SECTION 3:** What Changed in 2021 and Why
- **SECTION 4:** Industry as a Recruiting Tool
- **SECTION 5:** How Branding Can Elevate Your Industry Appeal + Free Worksheet

// **AUTHOR:** ALTON ZENON III
// **PUBLISHED:** JUNE 2022

Report Methodology.

This report chronicles the industries that millions of monthly users searched for most across the Built In platform in 2021. We recorded this search data for the first time in 2020 and included that list as a reference point as well.

To support our insights, we also featured primary research data from our Built In Tech Worker Survey, conducted in partnership with Branddata, of 1,099 employed tech professionals across the country from March 18 to April 5, 2022. Respondents came from a wide range of backgrounds including engineering, sales, project management, operations, data and analytics, marketing, HR and many others.

Lastly, we reinforced our analysis with a wide variety of data points from third-party sources.

This asset is part of an annual five-piece series: The 2022 Candidate Insight Reports. These reports — dedicated to benefits, salaries, content topics, industries and popular tech tools — are meant to give recruiters and people teams deep insight into what candidates are interested in and asking for in today's job market.




SECTION 1



Executive Summary.

Here are the most need-to-know insights we pulled from our 2021 search data and subsequent analysis.



SECTION 1

The Top Three — Major Life Priorities.

Edtech, fitness and healthtech landed respectively as first, second and third on this year's list. All three industries are growing rapidly, but they aren't at the top of the list for growing the fastest — others saw greater annual revenues or faster growth trajectories. Instead, we believe that they topped the list due, in part, to their inherent growth but primarily because professionals are aligned with the missions of these industries.

Education, wellness and health are top of mind for many, especially younger workers, as the coronavirus pandemic settles into its second year. When schools and gyms shut down, tech workers had to adapt their childcare and wellness habits to a digital world, which was not always easy. And both industries took increased precedence in both the public consciousness and at investment firms for their importance to everyday life and the innovation needed to adapt to remote operations.

Healthtech dropped only two places from 2020's list to number three this year. So companies in that space never lost much ground in the minds of the public, investors or customers they serve.

This year's top three industries are centered around some of the most important elements to living a healthy life. And amid global turbulence of many forms, our users prioritized news about these fulfillment-driven industries above all else.

SECTION 1

Greentech and Social Impact — The Mission Is Clear.

These two growing industries are rooted entirely in their goals to make a difference in the world. How they approach those goals can vary but regardless, professionals are paying attention to the movements happening inside greentech and social impact.

As noted above, tech talent today places a premium on working at companies that align with their values. They also have the freedom to be pickier than ever in their job search since the tech unemployment rate is at 1.3 percent. Innovation is the norm in both industries as there are more investments in the fights against climate change and social inequality. **Companies in greentech and social impact regularly make headlines and we think users gravitated toward them based on their affinity for value-driven work.**

Notes on Those That Missed the Mark.

There was a large degree of change between 2020 and 2021's list: seven new industries appeared this year and the reasons for all this change vary.

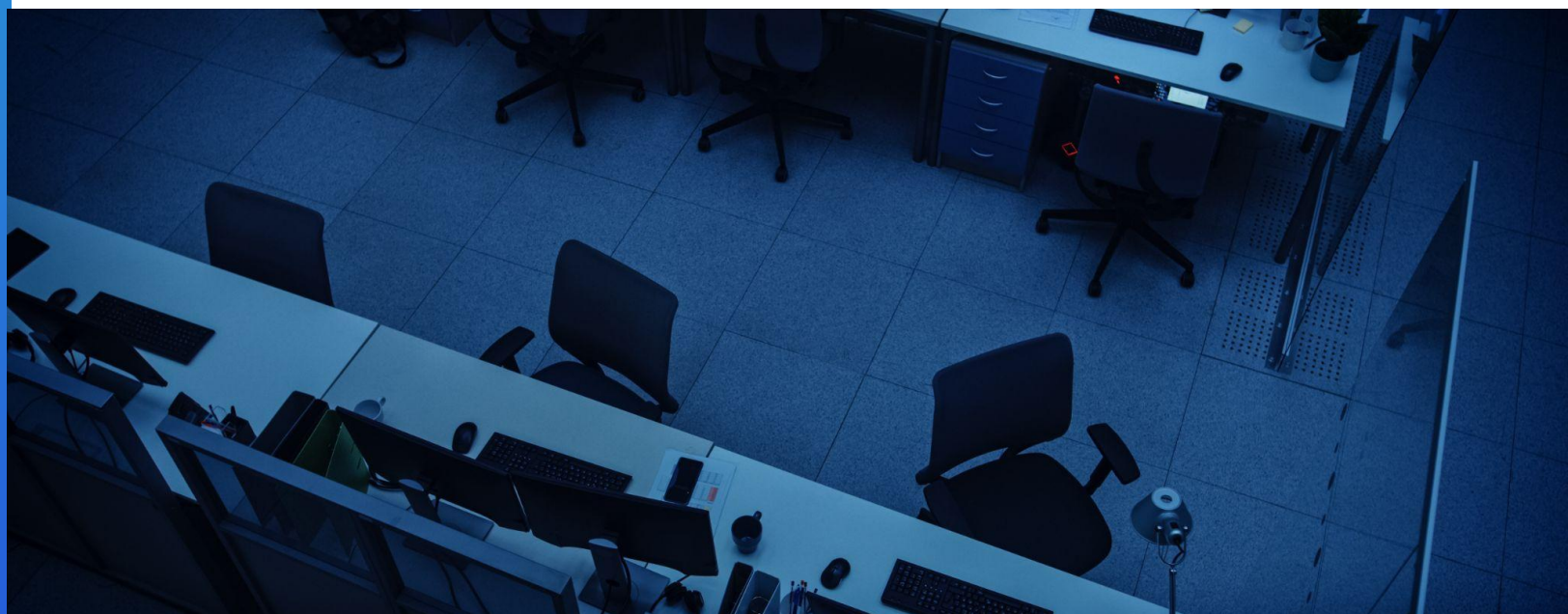
Gaming, cannabis, beauty and fashion were among those present last year but absent in 2021. These are fun or hobby-based non-essentials in people's lives that evolved during the first year of the pandemic. Many people had more cash on hand from stimulus checks and forgoing vacations or social activities. They also spent far more time online. So professionals could invest additional energy and capital into these four industries — if only stave off boredom — and some companies flourished as a result.

SECTION 1

However, the significance of gaming, cannabis, beauty and fashion waned as priorities shifted into the second year of the pandemic.

Health and education took greater precedence, habits started to change, people went outside more and there was a little less expendable income. As a result, these industries did not make the 2021 list.

Fintech was number three on the 2020 list but was completely absent this year. We attribute this to the massive wave of innovation that struck the industry during the first year of the pandemic. Big institutions had to close the offices they relied on for generations and pivot overnight to touchless operations. Businesses everywhere had to quickly digitize how they accepted and managed payments. The stock market also ebbed and flowed. In the year since, **fintech is still growing but the innovations have slowed down as life normalizes for many. Therefore, candidates aren't quite as interested anymore.** The food industry also had a tsunami of innovation (and bad news) in 2020 that generated interest from tech talent, but that tide has stabilized as well.





SECTION 2



The Top 10 Most Popular Industries of 2021.

SECTION 2

Top 10 Industries Nationwide in 2021.

(based on Builtin.com search data)

1. **Edtech**
2. **Fitness**
3. **Healthtech**
4. **Adtech**
5. **Blockchain**
6. **Greentech**
7. **Sports**
8. **Pet**
9. **HR Tech**
10. **Social Impact**

SECTION 2

Top 10 Industries Nationwide in 2020.

(based on Builtin.com search data)

1. Healthtech ↓ #3
- ~~2. Fashion~~
- ~~3. Fintech~~
- ~~4. Food~~
- ~~5. Cannabis~~
- ~~6. Gaming~~
7. Greentech ↑ #6
8. Edtech ↑ #1
- ~~9. Beauty~~
- ~~10. Aerospace~~

SECTION 3

What Changed in 2021 and Why.

There was a huge degree of change between the 2020 and 2021 lists — seven new industries made the cut that weren't present the previous year. And the 2021 top five has only one industry holdover from 2020. Let's dive into some of the reasons behind all this change and why candidates were so excited about this year's newcomers.

SECTION 3

Edtech.

When the pandemic forced schools across the country to close, edtech came to the rescue. And because of its newfound importance, the industry experienced a cascade of new funding and innovation. **Collectively, edtechs raised \$8.2 billion in 2021**. When combining that amount with raises in 2020, the funding over those two years equaled the total amount raised between 2014 and 2019. **And as of April 2022, there are 33 unicorns in the industry.**

Professionals picked up on the massive growth in the sector. Edtech piqued their interest to such a degree that they sought out information about the industry more than any other last year. Many likely even experienced some of the innovation in the space by way of their children's at-home learning. Or they saw an increased reliance on remote training tools through their employer.

Innovations — like adaptive/personalized learning, gamification, collaboration-driven education tools and others — are fueling a significant amount of the industry's growth. Professionals see these advancements and spot the opportunities to work on interesting projects and grow their careers along with them. And maybe their kids will think they're cooler too. But probably not.

HOW EDTECHS CAN COMPETE FOR TOP TALENT

SECTION 3

Fitness.

The fitness industry appeared on our users' popularity list for the first time and in the number two spot. We attribute users' interest in this industry to the growing wave of digitization across the space.

Many gyms across the country closed their doors temporarily or for good between 2020 and 2021. Even as fitness facilities reopened, the last two years reduced the industry's market size by about 16 percent. But despite that, **global revenue from paid fitness apps more than doubled from \$9.8 billion in 2019 to \$20.3 billion in 2021. That revenue is expected to double again by 2026.** Online training was the biggest fitness trend the general public was interested in in 2021 followed by wearable technology. These digital solutions helped supplement the lack of in-gym activities individuals could participate in so their popularity and revenues increased.

Fitness companies of all sizes had to digitize their services quickly, which resulted in a huge boost to industry innovation. And it appears that the more acquainted fitness-minded professionals got with their digital workout tools (as well as their continued investment in home gyms), the more they sought information about the industry, companies and teams that power them.



**Online
Training**
was the **biggest
fitness trend** in 2021

SECTION 3

Healthtech.

Healthtech was the number one most-searched-for industry of 2020, for obvious reasons. Healthcare was on everyone's minds and the digital arm of the industry received recording-breaking funding that year. **And as the coronavirus pandemic continued into 2021, industry growth ballooned even more: healthtech companies received \$34 billion in funding in 2021's first three quarters, which broke 2020's record for the entire year.** Additionally, 32 companies hit unicorn status in 2021, which is a 256 percent increase from 2020.

This continued industry growth helped keep healthtech top of mind for professionals on Built In, so it only fell two spots from the top of 2020's list to number three this year.



SECTION 3

Adtech.

Interest in adtech has ebbed and flowed with investors in recent years. Many feared the demise of the industry because of the impending death of the tracking cookie and more reliance on privacy-driven commercial activity.

However, those sentiments are on a major upswing today. **The pandemic fueled streaming, gaming and e-commerce to such a significant degree that adtech's total addressable market grew significantly.** Investors last year were also re-energized by a spurt of economic recovery as well as inflated public market valuations associated with the record number of adtech companies that went public last year. As a result, **90 adtech deals were struck in 2021**, which was a 200 percent increase from the previous year. A dozen of those deals were greater than \$1 billion while 28 were over \$100 million.

With so much money moving around in one year, it's no wonder why Built In users were seeking out information about the industry and its major players.



90
Adtech deals were
struck in 2021

200%
increase from 2020

SECTION 3

Blockchain.

The tech tool powering secure financial transactions, cryptocurrencies, non-fungible tokens and more was the fifth most-popular industry among our users and a new addition to the top 10. **The blockchain market size is expected to grow from almost \$5 billion in 2021 to just under \$228 billion in 2028.** That's an impressive jump and professionals are interested in news about the industry and the companies powering it since there's so much potential on the horizon.

When looking at blockchain through the lens of the last two years specifically, a lot has happened to draw attention from professionals. The erratic nature of cryptocurrency valuations grew to be a staple in today's tech news cycle. NFTs also had a popularity explosion in 2021 that fueled greater interest and investment in the blockchain. And as the pandemic stretched into its second year, businesses with still-distributed workforces and IT infrastructure increasingly looked toward the blockchain to close vulnerabilities in their digital security.

Blockchain has been solidifying its position as a mainstream tech tool for years. Since headlines dedicated to new uses for the implementation seemingly come out regularly, candidate interest in it may stay piqued for some time.

SECTION 3

Greentech + Social Impact.

These two industries are closely related but slightly different. Greentech is related to technology built to address and counteract the global climate crisis. Social impact work can also fall under this umbrella, but it can be geared toward more general acts of community service like addressing hunger, healthcare access in underserved populations, financial literacy and much more.

Professionals — especially younger ones — may now prioritize greentech and social impact in their job search for a number of reasons: the pandemic, climate change, income inequality, social injustices and other hot social topics of recent years. In fact, 88 percent of professionals say companies they're interested in must positively impact society — being profitable is no longer enough.

Many businesses are starting to catch on; they're making investments in greentech and social impact parts of their product offerings and overall culture. What many companies used to only provide lip service to is now an action-oriented element of life at many businesses. These changes can lead to more candidate interest and retention in the long run. And with greentech and social impact landing at numbers six and 10 on our most-watched list, it's clear that candidate interest in these realms is strong.



88%

Professionals who believe
their employers should
positively impact society

SECTION 3

Sports.

The sports industry is rebounding — and slam-dunking — after the pandemic shut down live sporting events and closed many associated facilities. The market was valued at \$458 billion in 2019 but dropped about 15 percent in 2020 to \$388 billion. That figure dipped again to \$355 billion in 2021 but is expected to rise globally to just over \$500 billion in 2022.

This huge comeback is attributed to a number of factors: the continued rise of esports, event organizers investing in virtual reality to diversify how they offer sports content to fans, new viewership channels and growth of sports investment in emerging economies.

The industry is moving forward and last year, fans in the tech space were engaged in its growth so much that it swished into place as number seven on the most-searched-for list.

Pets.

How many people do you know got a “covid pet?” Around one in five households welcomed a new animal companion since the start of the pandemic. Furthermore, the percentage of people that got new pets between June 2020 and November 2021 increased by 8 percent.

In 2020, sales across the pet industry reached a record high of just over \$100 billion. That number hit almost \$124 billion the following year, which was the highest total ever.

SECTION 3

Companies in the industry have benefited from the money and cuddles that people invested in their pets. And professionals across the country were interested in learning more about how businesses were responding to the growth. All of this accounts for how the industry landed in the number eight spot on the top 10.

However, it will remain to be seen if the pet industry will retain so much candidate interest next year.

“We expect continued growth as we look toward the remainder of 2022, although we anticipate it may be at a more moderate pace given the impact of volatile factors like inflation, supply chain issues and global relations,” said Anne Ferrante, Senior VP of member relations and business development at the American Pet Products Association.



\$124B

Pet industry sales hit a record \$124 billion in 2021

24%

increase from 2020

SECTION 3

HRtech.

As you're likely aware, the talent market is crazy right now. This idea seems to also be reflected in candidates' interest to work at the companies building the infrastructure that HR professionals need to do their (difficult) jobs. **Companies invested more than \$13 billion in HR in 2021, presumably to try to get ahead of the pace of change in the talent market.** Since the white-hot talent market shows no signs of cooling, the global market for HRtech is projected to grow from \$24 billion in 2021 to over \$35 billion in 2028.

Candidates see this growth and want to be a part of the action, especially considering there is still room for more competition in the space. And when industry competitors go head-to-head, it creates space for internal innovation and professional growth for individual contributors.



\$13B+

Companies invested
\$13 billion+ in HR in 2021

SECTION 4

Industry as a Recruiting Tool.

As our insights and top 10 lists show, candidates go out of their way to seek information about specific industries and the companies that are making headlines. However, this doesn't mean that a business needs to be in the news all the time for professionals to be interested in them. There are many ways employers can use their industry and overall mission to appeal to talent. We'll dive into some of the insights on why that's possible in this next section.

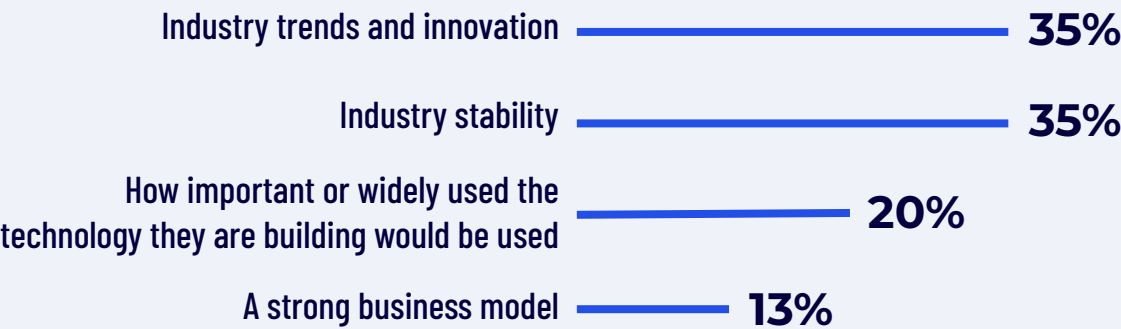
SECTION 4

Your Industry Can Impact Candidates' Job Search.

No one wants to work in a potentially failing industry or one that lacks job security. According to tech worker responses to a survey we conducted in partnership with Brandata, **56 percent of people said job security would keep them with an employer even if a better offer came along.** Just over one in three employees (35 percent) said industry stability is their top consideration when looking for a job and 22 percent of candidates start their employment search with industry-specific job boards.

Candidates seek out industries that interest them but that interest can be derived from a number of places. For example, some professionals may have a passion for fitness, so they gravitate toward companies in that realm. Others may want news on an industry like blockchain because of the trends and innovation it regularly experiences. While other people may move toward a field like healthtech because of its relative stability.

Top Considerations for Job Seekers



SECTION 4

But no matter why a candidate might choose to work in one industry over another, companies can do a lot to showcase the strength of their position within their space. **Employer branding can be a powerful tool that businesses can use to give members of the talent market insight into the industry-shaking innovations taking place at their company.** Or they can highlight how much their company has grown recently and discuss why that growth and stability are expected to continue.

Tech companies — no matter their industry — should work to position themselves publicly as thought leaders in their fields. The more a business can actively portray itself as a growing, innovative, stable place to work, the more attention it can get from job seekers. This will also help businesses stand out from competitors in the same industry.

Tapping Into a Mission-Driven Mindset.

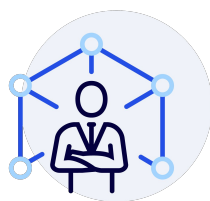
For today's tech talent, an employer's mission needs to be more than a mural on a wall or a banner on their website. It needs to be something that the company not only puts into practice: both its work and its culture. And a worthwhile mission is one element that's championed just as much — if not more — than profitability.

Nine out of 10 professionals (93 percent) believe that employers should lead their operations with a purpose in mind rather than merely chasing profits. Zooming in a bit, 88 percent believe that a company's higher-than-profits purpose should be positively impacting society in some way.

SECTION 4

Having and acting on a strong mission can be a powerful practice that employers can use to earn more interest from job seekers and retain current employees.

One 2021 report found that 50 percent of employees were open to leaving their company for a new role. However, that number dropped to a staggering 12 percent if the respondent felt that their company was making a positive difference in the world. Additionally, 93 percent of professionals under 30 say they would be more loyal to employers that are socially and environmentally responsible.



93%

Professionals who believe employers should lead their operations with a purpose in mind rather than merely chasing profits



“

Our research shows that the next generation is hungry for meaningful and lasting change. This is a new and challenging era for branding. To win, brands must think and act in new ways to transform the world we live in and build a regenerative future for all of us.

”

Raphael Bemporad

FOUNDING PARTNER,
Brand Consultancy BBMG

SECTION 4

Businesses that make purpose-driven work part of their culture and public-facing actions will have an edge in today and tomorrow's race for talent. Employer branding is one of the key ways that employers can showcase their ambitions to help the world around them and appeal to the hearts and minds of candidates.

However, companies have to prioritize authenticity in anything they do around these efforts. **It's vital that employers put actions behind their statements to make the world and/or communities in it a better place.** Many in the job market are rightfully skeptical of companies that broadcast bold-but-empty mission statements after witnessing the fallout from Theranos and WeWork in recent years. So tech companies today need to show rather than tell, and act out of genuineness, if they aim to present themselves as mission-driven and secure today's talent.



SECTION 5

How Branding Can Elevate Your Industry Appeal + Free Worksheet.

Now that you're aware of the potential to use branding to showcase your industry positioning and/or a mission-driven company mindset, you can start to build content around those ideas. But what does effective employer branding content look like? And what steps are necessary to actually bring it to life?

We answer both questions in the section below using past examples of branded content on our site and a step-by-step series of worksheets you can use to create your own content.

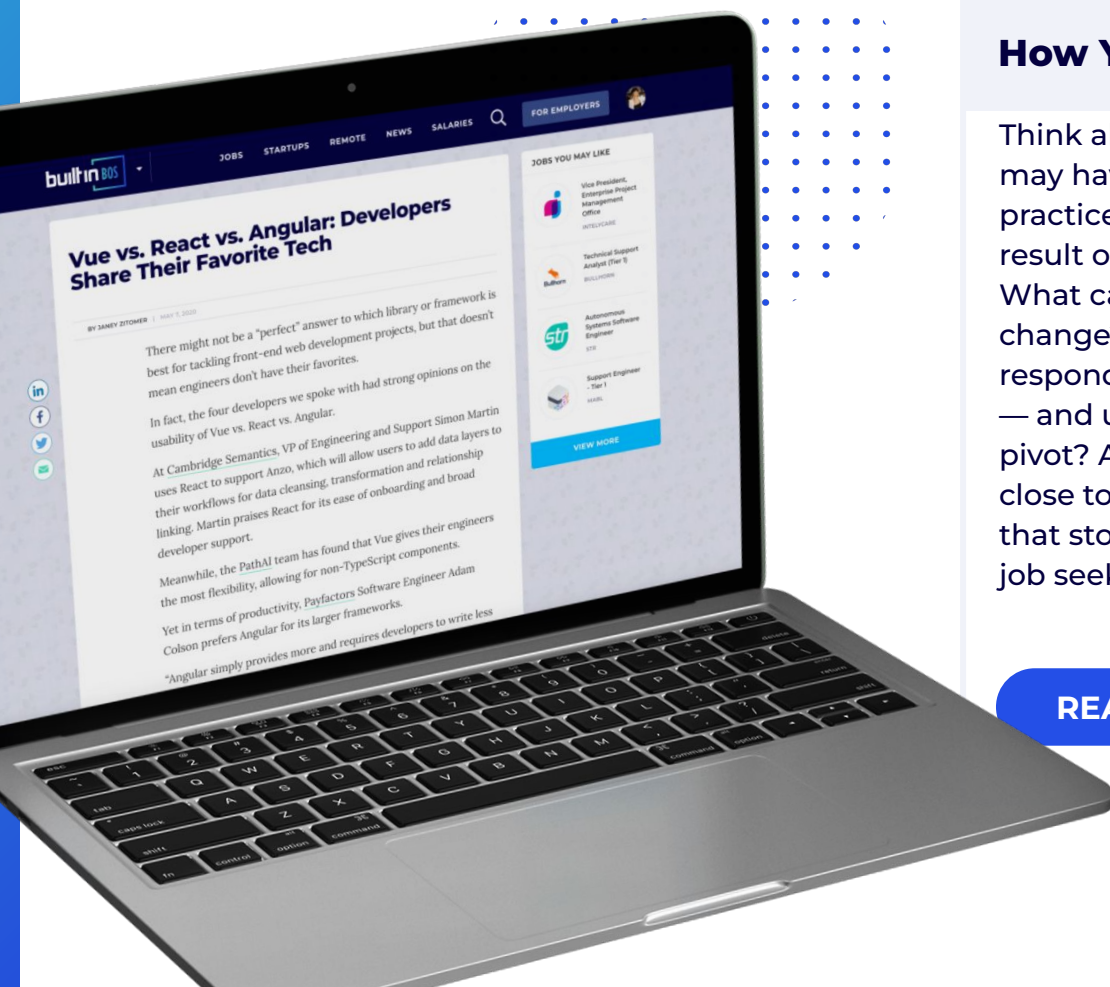
SECTION 5

Example:

At IAS, This Digital Ad Leader Is Navigating Key Trends in 2021.

Integral Ad Science is an adtech company that adapted elements of its business to the pandemic and big industry change since 2020. In this story, the company's chief product officer dives into how an emergent form of advertising technology — connected TV — was getting lots of traction in the industry due to consumer behavior spurred by the pandemic. He then spends time detailing: what this new technology means for the industry, what its major benefits are and what its most pressing challenges might be. From there, he explains what Integral Ad Science is doing to address those major challenges and how it hopes to take advantage of the new opportunities it presents.

Overall, this piece gives readers clear insight into how Integral Ad Science is innovating and growing in the adtech industry.



How You Can Recreate It:

Think about how your company may have adjusted its best practices or product offerings as a result of recent industry change. What caused that industry change? How did the company respond? What were the results — and ultimate wins — of that pivot? Ask someone, or people, close to that evolution to detail that story for active and passive job seekers.

[READ THE STORY HERE](#)

SECTION 5

Example:

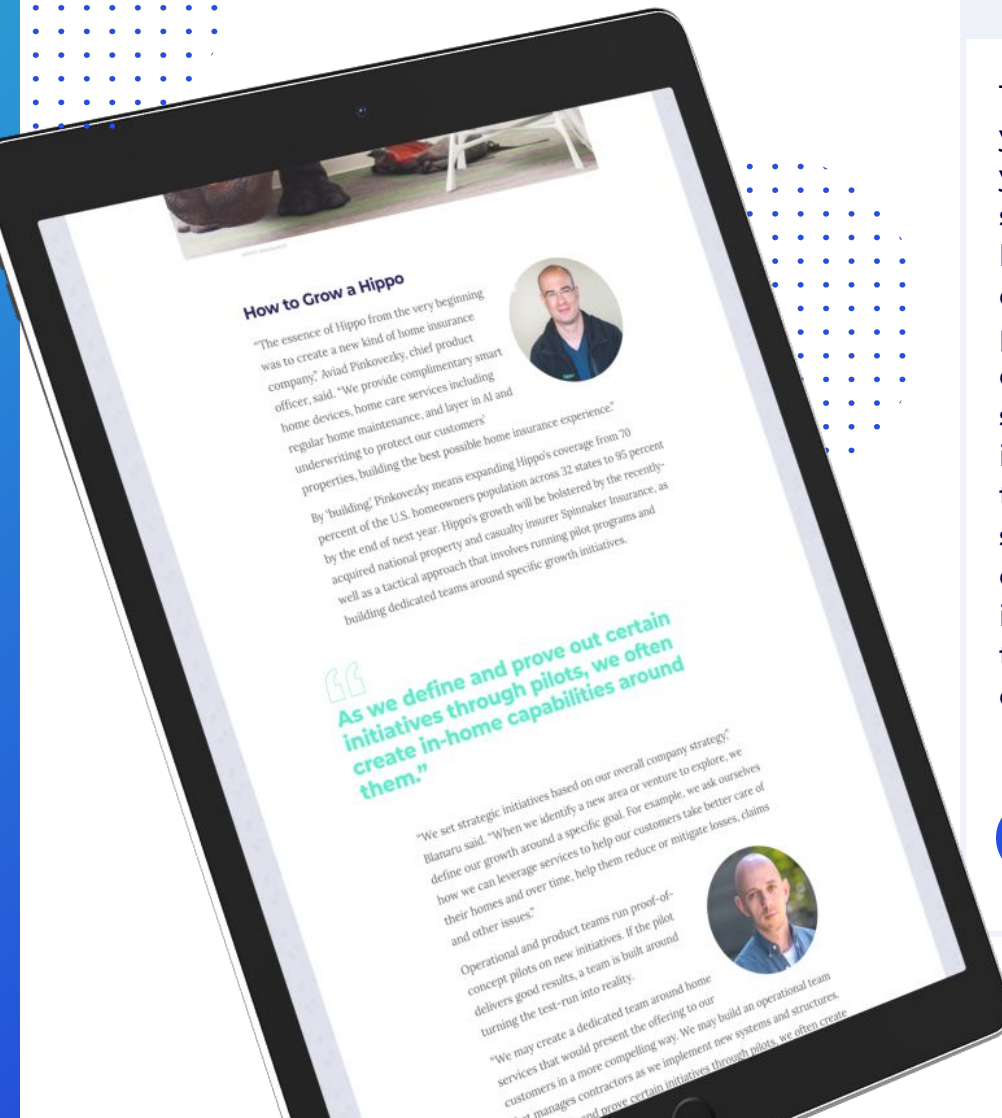
What Unicorn Status Really Means for Hippo Insurance.

Hitting unicorn status is one of the greatest indicators of growth and milestones for success any company can reach. This piece explores some of the nuances of what that growth has been like for the insurance technology company Hippo. It also dives into the company's future plans for expansion. Interviewees detail how the company had to adjust its tech, team structure and culture to both changes in the industry and the weight of its own scale. Ultimately, readers got a glimpse of very interesting aspects of life at a successful industry player.

How You Can Recreate It:

Think about the major milestones your business has hit in recent years. Whether it be securing a significant funding amount, hitting a hiring milestone, evolving an already-successful product, or netting a key number of customers, there's always a story to tell behind scaling initiatives. Retelling accounts of the work it took generate past success often creates opportunities for detailing future initiatives as well — and you can take advantage of those organic openings.

[READ THE STORY HERE](#)



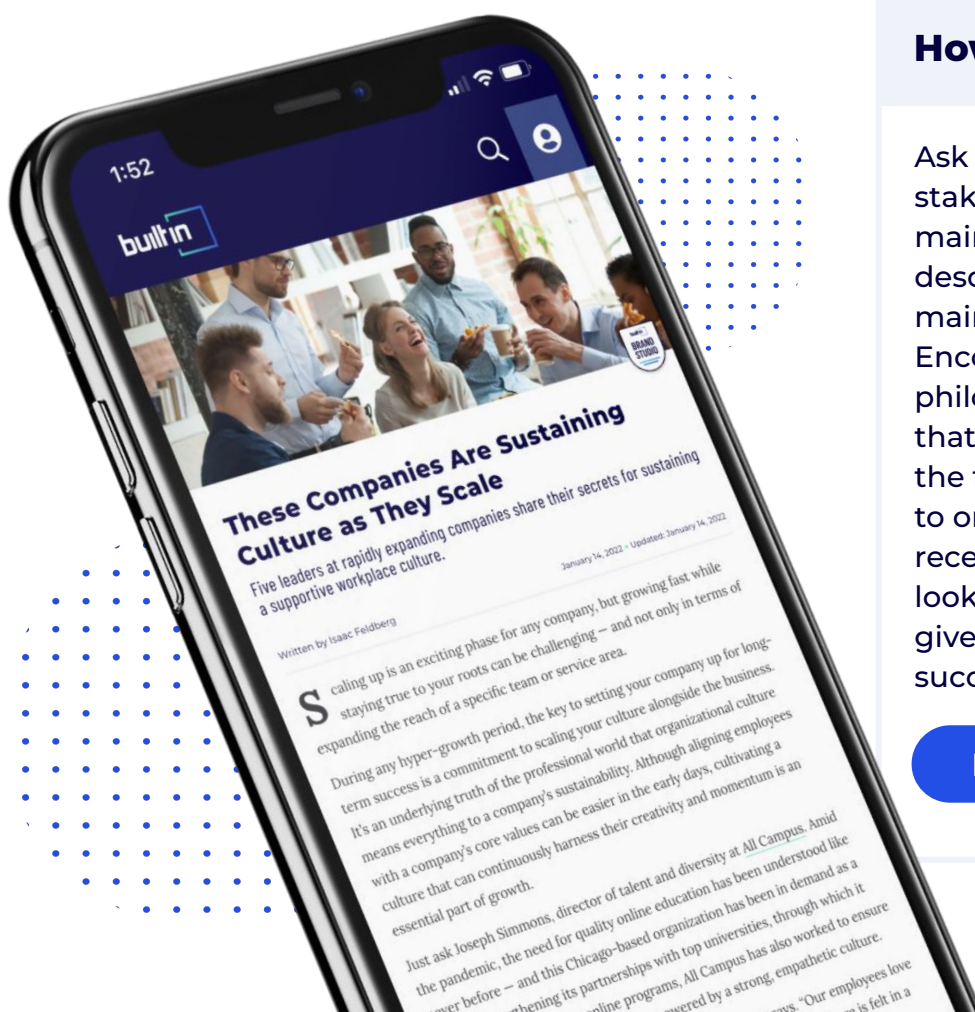
SECTION 5

Example:

These Companies Are Sustaining Culture as They Scale.

This story touches on a number of elements that candidates find interesting: company growth, culture and mission. In this response from edtech company Everspring, the VP of HR contextualizes what the company's mission and values are and how those elements lay the foundation for an engaging culture. He then dives into how that foundation was maintained through the edtech's growth, what that scale looked like and what it means for employees.

Creating a detail-rich story like this can give candidates a lot of insight into your company growth, culture, values, tactics of engagement and more. All that transparency adds greater credibility to your business and increases engagement with potential hires.



How You Can Recreate It:

Ask an HR leader or another stakeholder that plays a role in maintaining company culture to describe how the culture is being maintained through growth. Encourage them to dive into the philosophies that dictate what that culture is before describing the tactics that uphold it. Also, try to organically discuss what your recent company growth has looked like within this context to give candidates a sense of the success of your business.

[READ THE STORY HERE](#)

SECTION 5

Example:

The Real Impact Values Make on a Tech Company and Its Employees.

In this story, eight executive leaders across numerous industries detail the ins and outs of their company mission and their values. Each outlines: what their missions and values are, how they were conjured, how they're lived out by the team and how these elements support the team's quest for success.

"Help hardworking people get access to fast, trustworthy credit" and "Drive down the cost of higher education through better technology and processes" are just a few mission statements featured in the piece. And with transparency into how these company visions are lived out, candidates (especially those that are mission-driven) can get a sense of the impactful work they'll be contributing to if they join.

How You Can Recreate It:

Do a deep dive into the significance of your company values and vision. If possible, ask a founder or a team member that's been at the company for a while to briefly explain the history behind the company's values. Then — just as in the story above — encourage the interviewee to outline how the team embodies these values regularly and how the vision pushes the team to accomplish goals.

[READ THE STORY HERE](#)



SECTION 5

Intro to Employer Branding 101.

Here at Built In, we've spent a lot of time thinking about employer branding and how it's done. And we want to pass those insights to you so you can recruit the tech candidates you need. There are a couple of very important basics to keep in mind when building branded content.

- **Keep content streamlined.** The deeper you can dive into one topic, the better. Get specific and don't be afraid to get in-the-weeds. Don't try to force too many ideas into one piece of content. For instance, you might want to highlight an innovative digital product the team is building. And through the lens of that project, you may be able to discuss the cutting-edge technology teams are using to build it. But try not to introduce more topics than that. If employees have a lot to say about the tech infrastructure they're using, maybe dedicate an entire branding asset to that conversation!
- **Always keep a tech-first mentality.** Lean into branding that will work to position your edtech company as more of a tech-driven business whenever possible.
- **Focus on one audience at a time.** Always keep your target readership in mind and make sure every word resonates with them, and only them. You might be able to send messages to two audiences if they're closely related, like engineering leaders and engineering individual contributors. But don't deviate from the core audience too much.

Ready to Give Branding a Shot?

Use the worksheets below to plan and execute employer branding content around these topics and any others you'd like applicants (and even current staff) to be aware of.

What's the goal of the content? *Think about the central reason you're investing in this employer branding content asset.*

- | | |
|---|--|
| <input type="checkbox"/> Boost brand awareness | <input type="checkbox"/> Increase social media following |
| <input type="checkbox"/> Improve reputation as a tech company | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Improve applicant traffic | |

What's the thesis of this content? *Identify the key message you want this content to send. Each content asset should largely focus on one message. Examples of a thesis include: showcase an innovative tech project, describe how engineering team uses certain dev tools, showcase cross-team collaboration, etc.*

Thesis: _____

Who is the target audience? *Think about who you want this message to reach. Some examples might be: engineering team leads, diverse hires, entry-level UX candidates, etc.*

Target audience: _____

What team do you plan to feature in this content? *The chosen team should be able to speak to your thesis, content goal and audience the best. Multiple teams can be represented in the same asset so long as the interviewee list is not too lengthy.*

- | | |
|--------------------------------------|---|
| <input type="checkbox"/> Engineering | <input type="checkbox"/> UX |
| <input type="checkbox"/> Data | <input type="checkbox"/> Design |
| <input type="checkbox"/> QA | <input type="checkbox"/> Business development |
| <input type="checkbox"/> Marketing | <input type="checkbox"/> Sales |
| <input type="checkbox"/> Finance | <input type="checkbox"/> HR |
| <input type="checkbox"/> Product | <input type="checkbox"/> Other _____ |

Interview Details

Interviewee 1 name & title: _____

Interviewee 2 name & title: _____

Interviewee 3 name & title: _____

Interviewer: _____

Interview location:

☐ In person | Location: _____

☐ Video/remote

☐ Email/written | Deadline for responses _____

Interviewee date: _____

Will a photo or video shoot be necessary? Y / N

Photo/video shoot date: _____

Photo/video shoot location: _____

Who will write the content post-interview? _____

Who will edit the content before publication? _____

Does a department leader(s) need to approve the content? Y / N

If so, who? _____

Estimated publication date: _____

Where will the published asset live?

☐ Company blog

☐ Press release

☐ Newsletter

☐ Video

☐ Webinar

☐ Social media (*list platforms below*)

☐ Third-party platform (*list platforms below*)

☐ Other _____

Social media platforms where content will live: _____ / _____ /
_____ / _____ / _____ /

Third-party platforms where content will live: _____ / _____ /
_____ / _____ / _____ /

Building out questions:

Make sure each interview question serves the thesis, content goal and the audience. Also keep your medium in mind. Short-form pieces (e.g for Instagram) require fewer questions. Long-form content (e.g. blog posts, YouTube) can feature more questions. Try to make the questions as nuanced as possible to get more candid and specific responses from interviewees, which makes for more engaging content. And be sure to edit written responses for length and clarity. Reference the sample scenario below to for an example of question-building for a branding interview.

Example scenario:

Thesis: Highlight the innovative tech projects the engineering team is building with cutting-edge coding languages.

Goal: Attract skilled engineering candidates

Audience: Skilled engineering candidates

Interviewees: Engineering manager and engineering individual contributor

Sample Questions:

- What languages does your team rely on most?
- What's the latest and greatest project your team built using these languages?
- How does your team approach code reviews when using these languages?
- What's an upcoming project that your team is excited about tackling using these languages and best practices?

Your Questions:

- [illegible]

Where and how will this content be distributed once completed? *Keep your audience and goal in mind. Only post content where you are certain your audience will see it.*

Internal promotions:

- | | |
|--|---|
| <input type="checkbox"/> Internal newsletter | <input type="checkbox"/> Highlight during company meeting |
| <input type="checkbox"/> Promote article in email signature | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Staff to share on their personal feeds | |
| <input type="checkbox"/> Social media (list platforms) _____ / _____ / _____ | |

External promotions:

- | | |
|--|---|
| <input type="checkbox"/> Email newsletter | <input type="checkbox"/> Sponsored emails |
| <input type="checkbox"/> Display ads | <input type="checkbox"/> Youtube/ video ads |
| <input type="checkbox"/> Events | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Paid social media (list platforms) _____ / _____ / _____ | |
| <input type="checkbox"/> Organic social media (list platforms) _____ / _____ / _____ | |

What design elements will be needed?

- | | |
|---|---|
| <input type="checkbox"/> Digital ad imagery | <input type="checkbox"/> Email signature image |
| <input type="checkbox"/> Paid social ad imagery | <input type="checkbox"/> Imagery for content pieces |
| <input type="checkbox"/> Organic social imagery | <input type="checkbox"/> Other _____ |

Conclusion.

Today's tech professionals want job security and opportunities for growth. They want to feel proud of the interesting innovations happening in their industry. They also want to work at companies they see as potential partners in their quest to achieve their purpose and reach personal fulfillment.

Our 2021 most popular industries list is indicative of this multifaceted notion. And even though next year's list is sure to look different, we're confident this notion will remain largely the same for some time.

Employers — those in industries on or outside of any list — have opportunities to be the partners and innovators that professionals seek. A worthwhile mission and a few good examples/stories of how the company has been reaching its goals can go a long way. **With the help of some effective employer content, businesses in any field can secure the tech talent they need to be number one in their industry.**



United We Tech.

Built In helps tech professionals stay on top of trends and news, expand their networks and carve out futures at companies they believe in.



Let's work together.

CONTACT US