

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

# Professional–Managerial Section Forum

## Optimize Your ROI With New Age Digital Recruiting

Lindsay Stanton  
Digi-Me  
lstanton@digi-me.com

## Video Killed the Writing Star

Steven Handmaker  
Assurance  
shandmaker@assuranceagency.com

Tuesday, Oct. 25  
4–5:15 p.m.





# Professional–Managerial Section Forum

## Optimize Your ROI With New Age Digital Recruiting

Lindsay Stanton  
Chief Client Officer  
Digi-Me

Tuesday, Oct. 25, 4–5:15 p.m.


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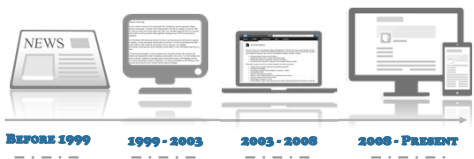
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# Evolution of the Job Seeker



**BEFORE 1999**    **1999 - 2003**    **2003 - 2008**    **2008 - PRESENT**




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# Recruiting Challenges Videos Solve





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## Video Increases Retention

Research shows an increase in learning and retention well over 60%.



\*Source: VisiMeGains

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## Higher Content Retention



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## Niche Talent Pools

Reach niche talent pools through social media and a viral spread.



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## Viral on Social



Content with visuals  
get **94%** more total  
views.

Visual content is **40X** more  
likely to get shared on social  
media than other types of  
content.



\*Source: <https://blog.bufferapp.com/infographics-visual-content-marketing>

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## Video and Mobile

**89%** of job seekers believe a mobile  
device is an important tool for job  
searching.

\*Source: Glassdoor Survey, April 2014

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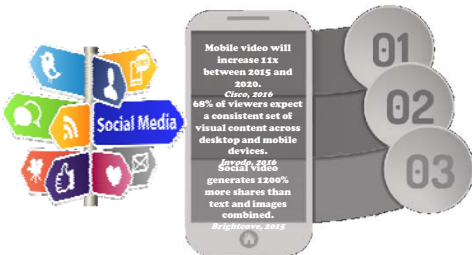
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## Digi-Know



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## Expand Your Candidate Reach



**78%**

of candidates would apply for a new job through their mobile device.

\*Source: Recruiterbox.com

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## Search Engine Optimization



According to Forrester Research it is **50x** easier to achieve a 1<sup>st</sup> page ranking on Google with a video.  
\*Source: Forrester Research

Video drives a **157%** increase in organic traffic from search engines.  
\*Source: Brightcove

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## Search Engine Optimization



The average conversion rate of websites using video is **4.8%** compared to **2.9%** for those who don't.  
\*Source: Aberdeen Group

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## Digital Footprint and Compliance



**Definition:** You create your digital footprints through all your online actions, activities, and communications, including items you send, email, or post about yourself and others on the Internet.

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## Expand Your Candidate Reach



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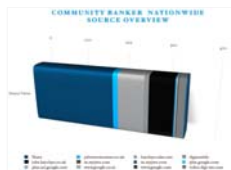
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## Effectively Track and Measure Success

COMMUNITY BANKER NATIONWIDE SOURCE OVERVIEW			
SOURCE	TOWNS	APPLIES	CAPX
floripa	100	0	0.00%
jacksonville-mcintosh-co-ak	0	1	14.29%
haverly-ralph-co-ak	0	1	3.03%
algholchik	0	0	0.00%
julia-haverly-co-ak	0	0	0.00%
co-mcintosh.com	0	0	0%
co-mcintosh.com	0	0	0.00%
plaza-granville.com	0	0	0.00%
plaza-art-granville.com	0	0	0.00%
alder-alford-granville.com	0	0	0.00%
www.bjcs.com	0	0	0.00%
www.granville-co.de	0	0	0.00%
www.granville.com	0	0	0.00%
TOTAL	300	40	14.29%



### Tracking results and identifying the best channels for future recruitment efforts

\* Applicants typically apply directly where the the video is embedded. Applies above only represent candidates clicking on the apply buttons tied to the job video. Actual quality applicants are much higher.

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## Effectively Track & Measure Success

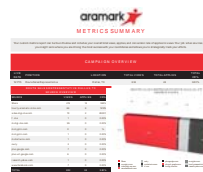


USG REPLY CDL DRIVER OPERATOR LOUISVILLE, KY SOURCE SUMMARY			
SOURCE	VIEW	APPLIES	CR%
monster.com	10	0	0.00%
usg.com/careers	40	0	0.00%
usg.com	0	0	0.00%
www.usg.com	7	7	100.00%
usg.com/careers	20	4	80.00%
usg.com	10	4	70.00%
usg.com/careers	4	2	50.00%
www.usg.com/careers	0	2	0.00%
www.usg.com	5	2	40.00%
usg.com/careers	0	1	0.00%
usg.com/careers	2	1	50.00%
www.usg.com	1	0	0.00%
<b>TOTAL</b>	<b>67</b>	<b>13</b>	<b>20.90%</b>

Tracking results & identifying the best channels for future recruitment efforts.

\* Applicants typically apply directly where the video is embedded. Applies above only represent candidates clicking on the apply buttons tied to the job video. Actual quality applicants are much higher.

## Effectively Track & Measure Success



ROUTE SALES REPRESENTATIVE DALLAS TX SOURCE SUMMARY			
SOURCE	VIEW	APPLIES	CR%
monster	10	0	0.00%
usg.com/careers	40	0	0.00%
usg.com	0	0	0.00%
www.usg.com	7	7	100.00%
usg.com/careers	20	4	80.00%
usg.com	10	4	70.00%
usg.com/careers	4	2	50.00%
www.usg.com/careers	0	2	0.00%
www.usg.com	5	2	40.00%
usg.com/careers	0	1	0.00%
usg.com/careers	2	1	50.00%
www.usg.com	1	0	0.00%
<b>TOTAL</b>	<b>67</b>	<b>13</b>	<b>20.90%</b>

Tracking results & identifying the best channels for future recruitment efforts.

\* Applicants typically apply directly where the video is embedded. Applies above only represent candidates clicking on the apply buttons tied to the job video. Actual quality applicants are much higher.

## Case Study: Barclays



\* Based on 6 bi-weekly results across 3 positions.

## Case Study: USG Corp.



**267**  
Overall Total Views



**29.96%**  
Quality Applies to Views



**35.20%**  
Total Views

\*Based on Bi-Weekly Results for CDL Driver in KY.

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## Case Study: Aramark



**2,441**  
Overall Total Views



**21.71%**  
Quality Applicants



**1,975**  
Share Total Views

\*Based on Monthly Results Across all Positions.

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**Thank You!**



**Lindsay Stanton**

Chief Client Officer

lstanton@dtg-me.com

P: (630) 402-0946 x102




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Thank You for Attending



Lindsay Stanton  
Chief Client Officer  
Digi-Me



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Steven Handmaker  
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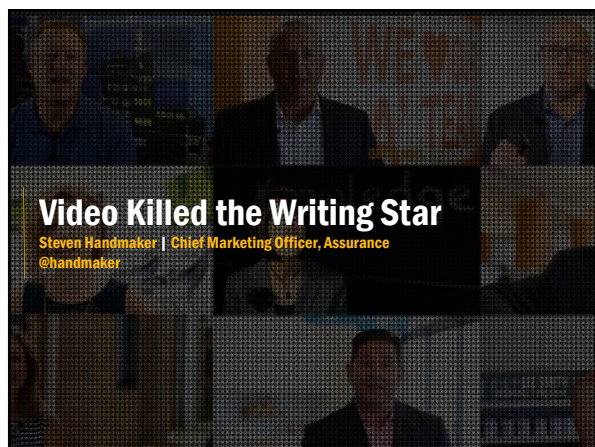
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**Video Killed the Writing Star**  
Steven Handmaker | Chief Marketing Officer, Assurance  
@handmaker

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Consider What We Do For A Living



Minimizing risk. Maximizing health.®




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# We sell *insurance*

Minimizing risk. Maximizing health.®

Assurance

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And Yet ...

Minimizing risk. Maximizing health.®

Assurance

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# We've made the *un-* profession on the planet a desirable place to work. *coolest*

Minimizing risk. Maximizing health.®

Assurance

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**National average for  
employee engagement is 34%.  
Assurance is 98%.**

Source:  
2015 Gallup Poll

Minimizing risk. Maximizing health.®



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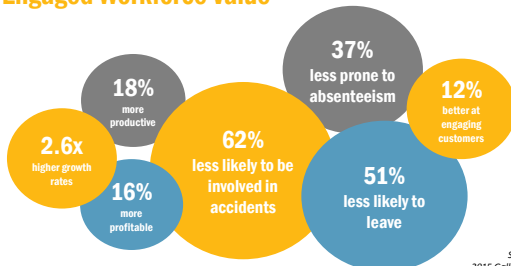
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### Engaged Workforce Value



Source:  
2015 Gallup Poll

Minimizing risk. Maximizing health.®



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Assurance

**How do you engage employees?**



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## Characteristics of Engaged Workforces

- » Leadership
- » Communication
- » Culture
- » Rewards and recognition
- » Professional and personal growth
- » Accountability and performance
- » Vision and values
- » Corporate social responsibility

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## Communication Challenges

- » Often communicating complex topics
- » Lack of personalization
- » Reaching both employees and their families
- » General information overload
- » Inconsistent messaging
- » Dispersed workforce
- » Lack of authenticity

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## Drop the Pen

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## The Future of Communication is Video



Every day, over 4 billion videos are watched on Facebook



Every month, over 6 billion hours of video are watched on YouTube



By 2018, video will account for 80% of all web traffic

Source: 2015 Vidyard Study

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## Business are Ramping Up



95% of marketers report that video is becoming more important



50% are producing more than 10 videos per year



Over one third of large companies are producing more than 100!

Source: 2015 Vidyard Study

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## Professional (Fancy) Videos



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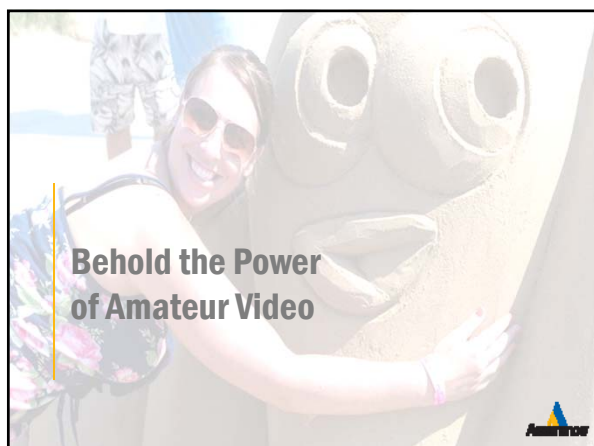
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**First YouTube Video Uploaded in 2005**

- » Music videos and TV episodes are most viewed
  - » Psy's Gangnam Style and Justin Bieber's Baby > 1 billion views
- » Past music and TV, these are the top 5 videos:
  - » Charlie Bit My Finger – 829 million views
  - » Evolution of Dance – 293 million views
  - » An Experiment – 274 million views
  - » Balls Crash – 250 million views
  - » Sneezing Panda – 218 million views

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## Our Video Journey – Tools of the Trade

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## How We Use Video

- » Management Updates
- » Committee Recruiting
- » Encouragement
- » Camaraderie & Excitement
- » Vision Institutionalization

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## Results

- » Video views outpace written communication
- » Response to video call to actions consistently higher
- » Surveys confirm video communication preferred method of communication
- » Videos most viewed and shared content on company social media page

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## Contact Me



### Steven Handmaker

Chief Marketing Officer, Assurance

Twitter: @handmaker

LinkedIn: linkedin.com/in/stevenhandmaker

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## Thank You for Attending



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Chief Marketing Officer  
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