

VIDEO TRANSCRIPT

Winning the Moment

Getting the right candidates interested in your jobs and "winning" their clicks.

Hi, my name is Chris Taylor. Welcome to RecruiterCMO. Today we're going to review a powerful marketing concept called Winning the Moment. You win the moment when a job seeker clicks on your job posting *first*.

In order to win the moment you need to focus on two key web marketing principles. First, you need to enhance the relevance of your job postings to your targeted audience. And second, you need to reduce job seeker interaction costs.

In recruitment marketing, interaction costs describe the level of inconvenience job seekers encounter when they attempt to find and apply for a job. Searching for a job requires job seekers to make a lot of small choices such as "Which job should I click on first?" These decisions are made in the blink of an eye.

Winning the Moment job titles help job seekers make these decisions in your favor. To demonstrate these concepts, let's visit Indeed and do a search for Web Developer in Orlando, FL. This search returned 30 pages of results.



Looking at the job titles, how would a job seeker know which job posting best matches their skills and experience? These job titles don't provide enough information about the specific skills that are required.

In order to find this information, prospective candidates will have to click on each job posting and visit the employer website. When they arrive at the employer website, they will quickly scan the job posting to locate this information.

Traditional job postings force job seekers to go back and forth between the search results page and employer websites. The job seeker interaction costs are very high. Eventually job seekers become frustrated and they stop looking. This is particularly true for passive job seekers.

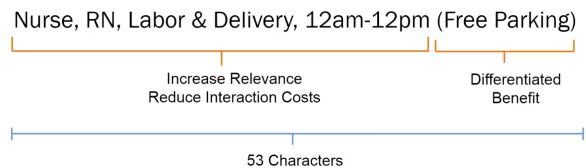


Now let's imagine you're a Web Developer who has experience working with Joomla and MySQL. Which job posting would you click on first?

Obviously, job seekers will start with the listing that most closely matches their unique requirements.

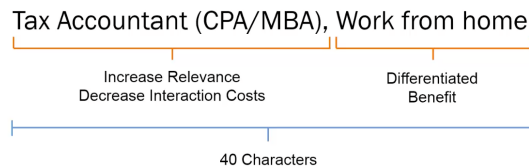
Now let's take a look at a few examples of Winning the Moment job titles. Most job boards display anywhere from 50 to 57 characters in the job title field. Our recommendation is that you should use all of these characters in creating your job titles.

This job title uses 53 characters to list the job title (Nurse), license (RN), the nursing specialty (Labor & Delivery), the shift and a differentiated benefit (free parking).



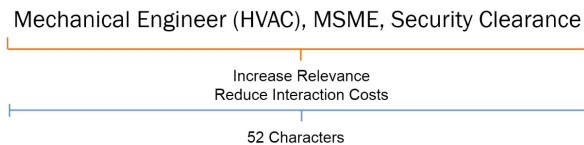
As you can see, Winning the Moment job titles pack a lot of information into a small amount of space.

This title uses a total of 40 characters to detail a job title (Accountant), the specialty area (Tax), the education requirements (CPA/MBA) and a differentiated benefit (Work from home)



One of the keys to creating effect job titles is to use industry standard terminology.

It's important to use industry-standard terms because these are the words that job seekers use in their job search. Here is an example of a highly targeted job title. Effective job titles establish an immediate connection with the job seeker. These job titles also filter response from job seekers who do not meet your requirements. As you can imagine, job titles that are this specific will reduce clickthroughs to your job posting.



If each of the attributes listed in the job title are required, then I would recommend including them in the job title.

But I want to stress that this job title will significantly reduce clickthroughs from individuals who do not have an MSME or security clearance. Our recommendation is that you should only include "required" skills in the job title.

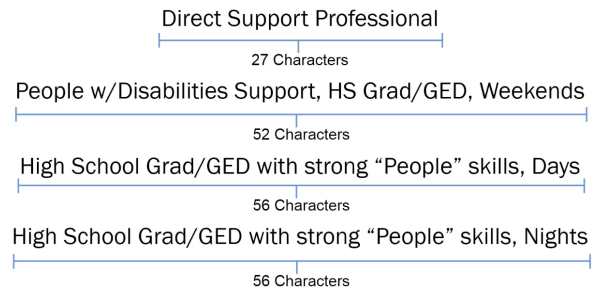
If you're not clear on this point, feel free to email me a link to your job posting and I will send you my recommendation.

What is a direct support professional?

Job titles like the three we just reviewed – Nurse, Accountant and Engineer – clearly identify their target audience. Effective job titles always answer the question: "Who can do this job?" The job title "Direct Support Professional" is a good example of a job title that fails to answer this question.

Let's take a look at how we can improve this job title. Before I show a examples of Winning the Moment job titles, I want to mention that employers can continue to use this job title internally.

For the most part, the requirements for this job are a high school education and good "people" skills. Our first example of Winning the Moment job title describes the job, the qualifications and the schedule. Our next example focuses more on the education and people skills.



Finally, I want to emphasize the importance of including shift and schedule information. You are much more likely to attract candidates who can work nights or weekends if you include this information in the job title.

Over the past few years, recruitment marketing has experienced a quiet revolution. New concepts such as Findability, Winning the Moment and Reducing Candidate Interaction Costs are becoming essential elements of an effective job marketing strategy. This is why we created RecruiterCMO.

An invitation to try RecruiterCMO

We welcome the opportunity to evaluate your job marketing. Our evaluation will include a competitive analysis of your job postings.

- We'll include a cost estimate for our services.
- RecruiterCMO works with all ATS and HRIS applications.
- We also have solutions for employers who do not use an ATS or HRIS system.
- There is no software to learn. Your recruiters don't change any of their processes.

Thanks for watching.



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