



Employer Branding Using your Employee Voices to Attract Talent

Brief Intro



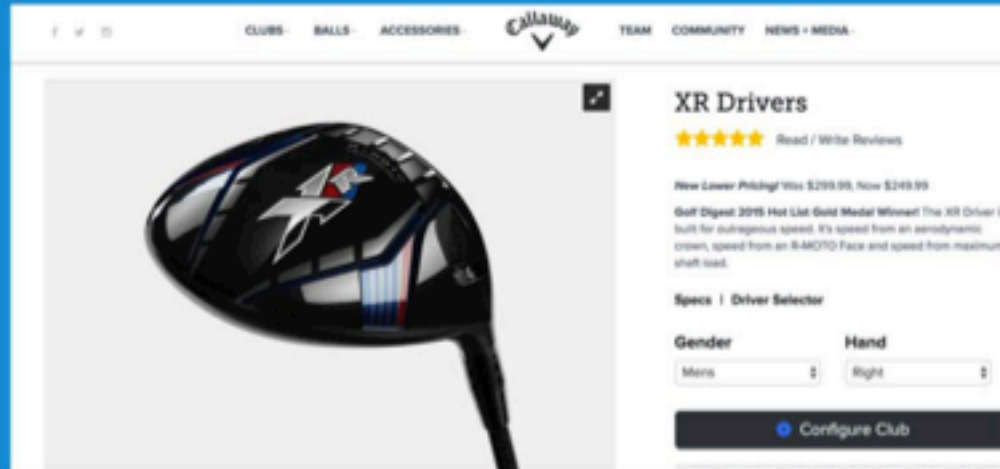
Phil Strazzulla ~ CEO NextWave Hire

- Former VC at Bessemer Venture Partners
- NYU, Harvard Business School

What we'll talk about?

1. A bit about EB and why it matters
2. GRANULAR ROI discussion
3. How to use your employees to build your brand and drive ROI

Recruiting is becoming more like marketing



Ace

February 21, 2015

from Tampa, FL, USA

Level Of Expertise: Intermediate

Player Handicap: 13-20

Age: 55 to 64

Gender: Male

Length Of Ownership: 1 week

Usage Frequency: Daily

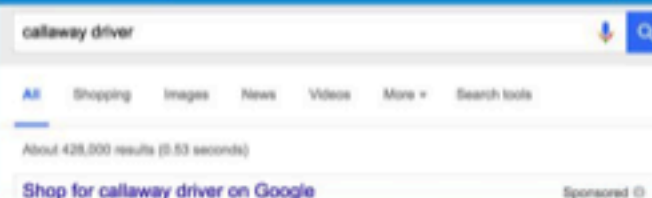
LONGEST DRIVER EVER -- WAY OUT THERE

I am 12 ht and 63 yrs old. Swing speed on launch monitor was 90 - 97 mph, average about 94. Hit the Ping G30 LS and G30, both carried about 220 yards. The Callaway XR carried 233-240, total distance about 258-265. Spin on XR dropped below 3000, on the Pings it spun over 4000. The XR was also just plain easier to hit than the Pings. My old driver was TaylorMade RocketBall Stage 2. On the monitor and the course, carry was about 220 and total distance 240. I traded in my RB 52 and for \$349 less trade, got the newest most advanced driver out there-- way, way out there.

WHAT I LIKE easy to smash, face cleans easy, classic all black head and



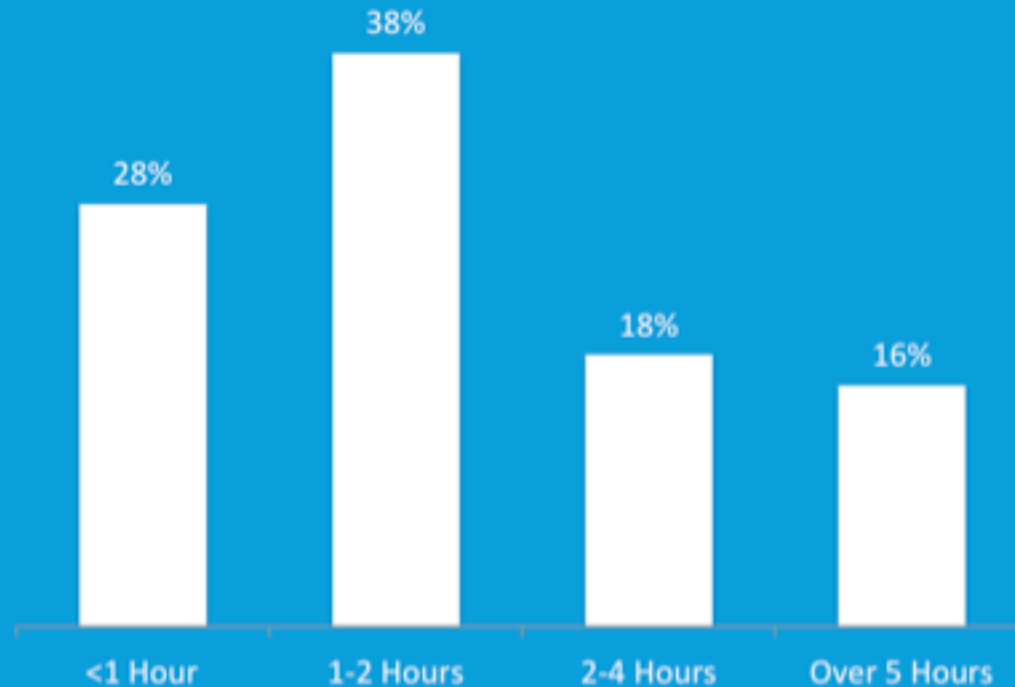
Loving my new @callawaygolfeu XR Irons and woods, so fast and forgiving!!
#XRspeed#XR16#golf...



We live in the age of transparency and information

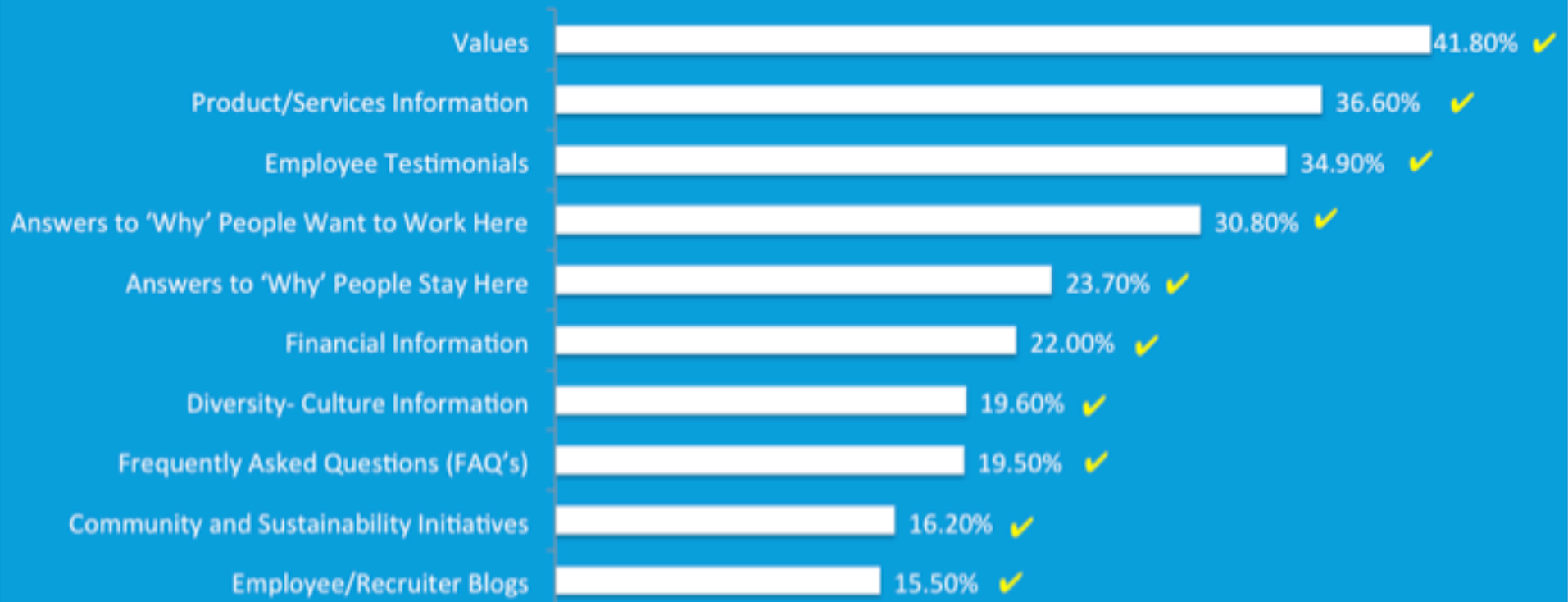
How does this apply to the average job search?

Candidates research your company for **2 hours on avg, BEFORE applying**

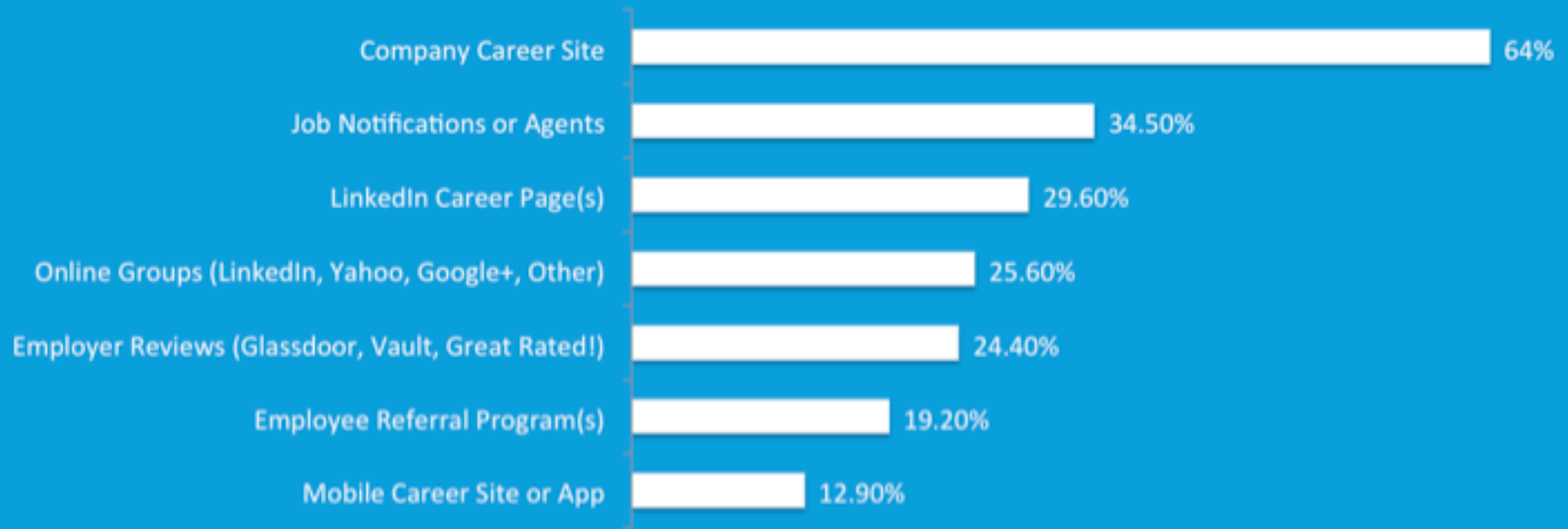


Just like consumers research products before buying, candidates research companies and jobs before applying.

What candidates care about



Resources most used by candidates during job search



Candidates selected up to 5 types of research channels they found most valuable when research opportunities at [company name]

The Business Case For Employer Branding

Lots of stats

Companies with the best employer brands:

- Have cost/hire that is 50% lower
- Have retention that is 30% higher
- Spend 10% less on salaries
- Get more revenues
- See better stock returns

Case studies: www.blog.nextwavehire.com/resources

Look at this dog!



Getting more granular about where ROI comes from



Most Employer Branding ROI is driven by better conversion rates at various stages of your hiring funnel

This is a bad careers page

Job Openings

Welcome. You are not signed in. [Sign In](#)

[Job Search](#) [My Jobpage](#)

Keyword Job Field

Location

[View All Jobs](#)
[Advanced Search](#)

Job Openings 1 - 25 of 190

▼ Posting Date

☒ Save this Search [Multi-line](#)

Sort by Relevancy Descending

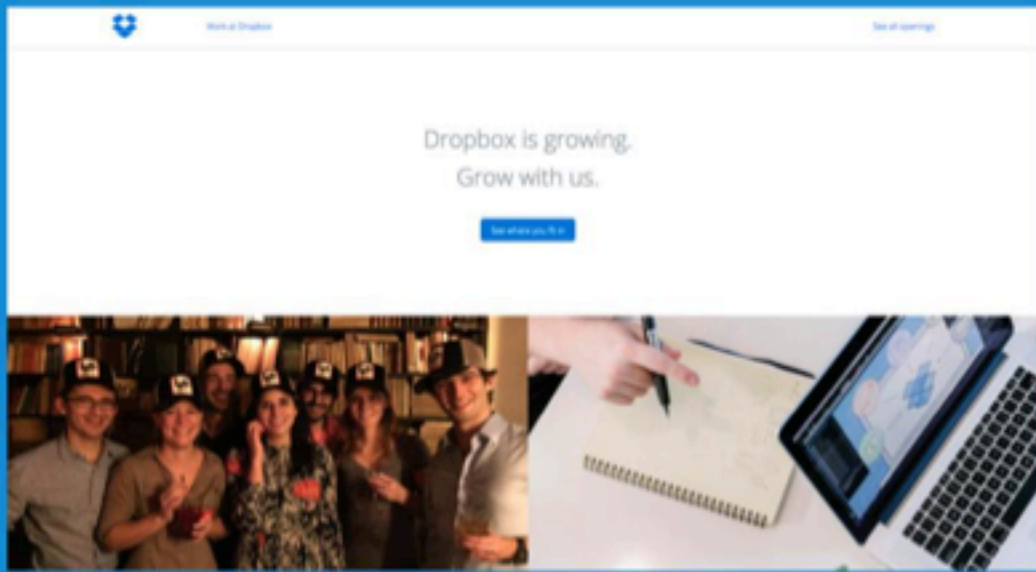
▼ Location	Requisition Title	Location	Posting Date	Actions
State/Province				
<input type="checkbox"/> Karnataka	Recovery Specialist I	California-Sacramento	Jul 13, 2016	Apply <input type="button" value="Q"/>
<input type="checkbox"/> Georgia (3)	Lead, UX Designer	Georgia-Atlanta	Jul 12, 2016	Apply <input type="button" value="Q"/>
<input type="checkbox"/> California				
City				
<input type="checkbox"/> Bangalore	Business Analyst	Karnataka-Bangalore	Jul 7, 2016	Apply <input type="button" value="Q"/>
<input type="checkbox"/> Atlanta (3)	Technical Lead	Karnataka-Bangalore	Jul 7, 2016	Apply <input type="button" value="Q"/>

[Show](#)

- Stock photos
- Generic “EVP”
- No clear CTA
- No content
- Hard to navigate
- Etc...

What would a marketer do?

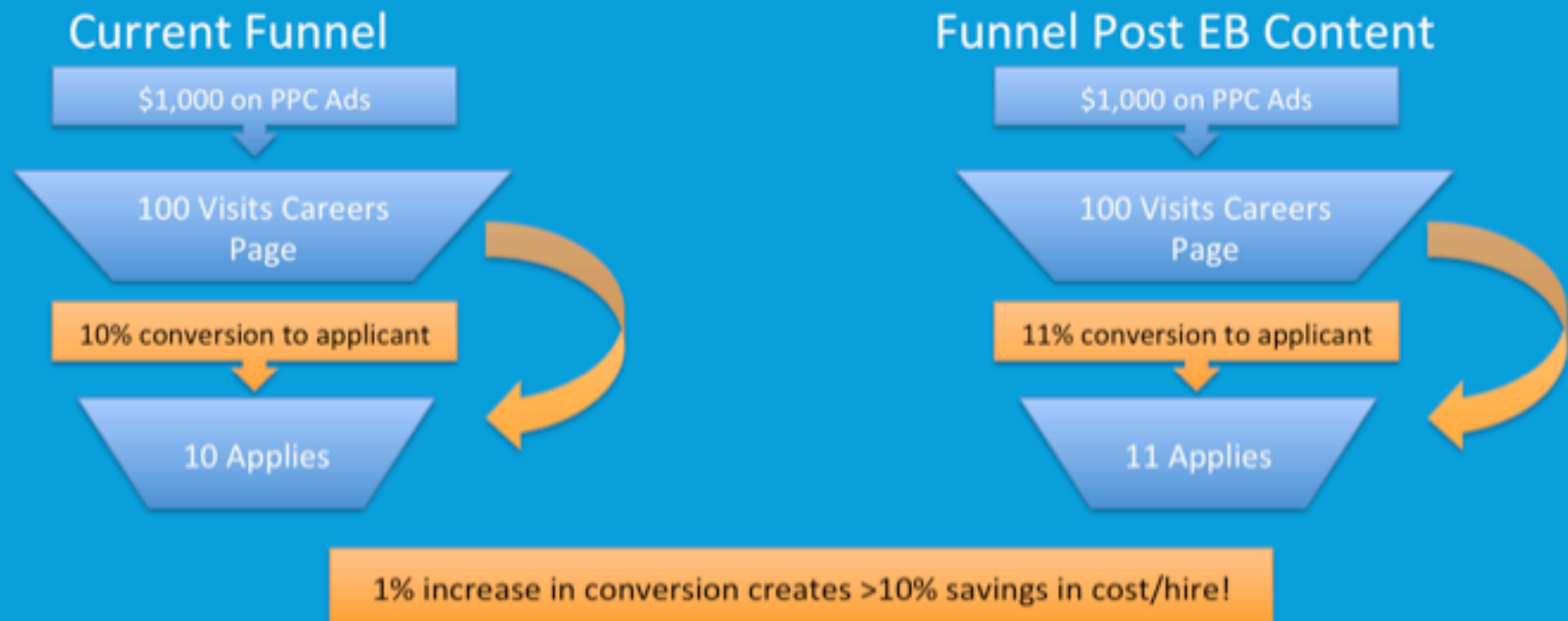
This is a better careers page



- Mobile optimized
- Clear CTA
- Photos, videos, etc
- Clear EVP statements
- Talent Pipeline
- Etc...

What do you expect as the difference?

Conversion Rate Example: Better career page content



Easy to build a robust business case, how much is 10% decrease in cost/hire worth?

Employee Content to Build Brands

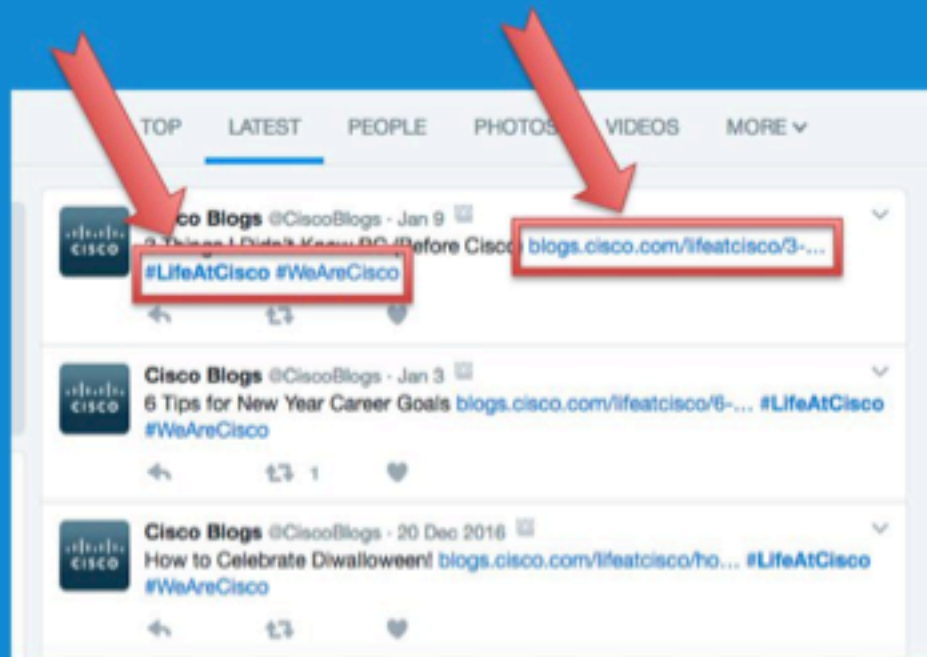
Why Employees?



- Trustworthy (Edelman)
- In depth knowledge
- Scalable!

Simply put, your employees are your best brand ambassadors

How can we capture this content?



Lots of different ways to capture content...

Best practices to get your employees involved



- Make it easy
- Give an incentive (non-monetary)
- Make it fun
- Show the why/business case

Avoid the common pitfalls of employee blogs, or contrived videos

Ask Me Anything chats: engaging, fun, ROI positive

Sales at NextWave Hire

Jan 20 2017, 3:37 PM
Phil Strazzulla: Definitely Brad, thanks for the questions!

Jan 20 2017, 3:38 PM
Phil Strazzulla: We've got about 7 mins left, please let me know what else I can answer...

Jan 20 2017, 3:40 PM
steph_jacobs (guest): how did you find sales mentors?

Jan 20 2017, 3:40 PM
Phil Strazzulla: I was lucky to be introduced to a number of people who are VP of Sales, or top performing account execs at various companies. They've helped me out a lot.

Jan 20 2017, 3:41 PM
Phil Strazzulla: Also, our mentor Pete Kazanjy who is writing a book on founder sales has been awesome.

Jan 20 2017, 3:44 PM
Phil Strazzulla: Well this was a lot of fun everyone! Thanks for participating and have a great rest of your day 🍌

Jan 20 2017, 3:44 PM
steph_jacobs (guest): thanks

Hi there! Please feel free to ask any questions you have, and participate in our chat :)

Type a message and press enter

1 online



Phil Strazzulla - NextWave Hire

I was our first sales person, and am our CEO. I sold our software to Dropbox, Monster.com, Nissan and many more. Ask me anything about sales, working at our company, what I'm reading, favorite color, whatever you'd like...

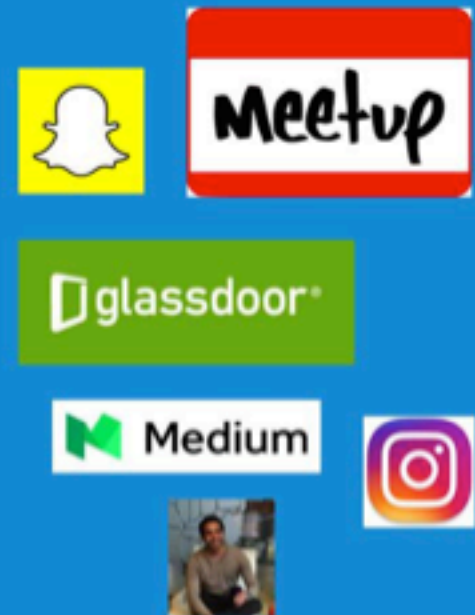


NextWave is hiring - Click below to apply



Here's what we did recently...

This content should live everywhere



Online, offline, careers page, social, reviews, etc

Summary

- Get granular about employer branding ROI
- Leverage your employees to build our careers content – it's deep, authentic, and scales!

Takeaway



Thank You!
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www.nextwavehire.com
@nextwavehire