



Video Strategies for Recruitment Agencies



Whitepaper

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Introduction


Videos are processed by our brains 60,000 times faster than text – we retain the information from visuals a lot easier. Video is naturally more engaging than text, and more often than not, other types of visuals too. So, how exactly can we use video to generate more job orders and income? Video marketing and video in the recruitment process have become key strategies for recruitment agencies when it comes to engaging with both candidates and clients.

Marketing has become one of the cornerstones of success for recruitment agencies – those who can do it well often ending up more successful as many battle to stand out from the crowd in an overly saturated market. You need to cut through all of the noise by investing in strategies that allow you to stand out from the competition – and one of the most effective and affordable ways to do that is through video. Video consumption is increasing approximately 100% year on year, and it's predicted that 82% of all global internet traffic will be video by 2021. Well, if those predictions are right, can we really afford to not start investing in video now?

It's not just marketing where we need to consider the use of video. It can be used in a variety of different forms and you can effectively leverage it throughout different processes in your agency. Video can be implemented in your outreach strategies, your screening strategies, your shortlisting strategies – there are so many different options to help boost your service offering and put you ahead of the competition.

If you're looking to increase your candidate reach, ramp up your job ad engagement levels, modernise your recruitment process, and put yourself ahead of competitors – video is the way to do it. With technology constantly evolving so rapidly, there's no room left for traditional recruitment methods. The good news is, you don't need a massive budget to leverage the benefits, you just need the motivation to get started!

**Video consumption
is increasing
approximately 100%
year on year**



Video in the recruitment process

When we think of video in a business environment, most of us will go straight to videos for marketing purposes (like promotional videos or brand videos). But as recruiters, we have a variety of different options for adding video directly into the recruitment process, allowing us to see a boat load of benefits when implementing it into a mixture of different stages.

There are a number of different ways that we can do this – whether that's engaging with prospective candidates, winning new business, or building candidate shortlists, and this section is dedicated to how we can use modern video tools to win more retained business and boost revenue in your agency.

Video Introductions

What are they?

A new trend beginning to dominate the recruitment industry is video introduction tools. These tools allow you to record short, snappy videos of yourself discussing things such as an active role or an exceptional candidate – then giving you the ability to send this directly to a person's inbox, whether that be email, LinkedIn, Facebook, and so on. Their main purpose is to help you improve engagement and bring your projects to life when communicating with candidates and clients.



Why do they work?

An initial email that includes a video can often see a 96% uplift in click-through rates, much higher than normal emails. Not only that, but simply including the word 'video' in email subject lines has seen open rates increase by 20%. Including video introductions in candidate sourcing efforts has seen applications increase by 34% simply by adding life and personality to the job description. Need we go on?

Overall, prospecting videos work because they're much more engaging than text. Many organisations and candidates will be targeted by multiple recruitment agencies all doing the same thing, so using video will help you stand out from the crowd and see higher engagement levels – ultimately helping you win more clients and place more candidates.

How can we use them?

1 — Candidate prospecting

When sourcing new candidates, you can send them a personalised video rather than an email or text-based message.

2 — Business development

If you see that a company is hiring for an area you specialise in, you could use a video introduction to give an overview of your services, or tell them about a candidate if you already have someone in mind.

3 — Client engagement

Rather than keeping your clients up to date with boring old emails, you can use video snippets to give them updates.

4 — Candidate engagement

Similar to client engagement, you can use video introductions to give your candidates any updates regarding their application or a new role that is available.



Video Interviews

What are they?

There are two types of video interviews. The first is one-way video interviewing, where a candidate records themselves answering pre-set questions for you, or your client to review at a later time. The second is live video interviewing, where both the recruiter and candidate are present in an online meeting room and the interview is recorded for later reviewing and sharing.



Why do they work?

Video interviewing in recruitment has been proven to show a positive ROI within the first month, as it provides you with a unique service offering that most of your competitors can't match. It helps you to become the agency of choice – imagine one of your clients gets a CV shortlist from one recruiter, and a video shortlist from you; which do you think they'd be most likely to respond to?

Not only that, but they help to reduce your time to fill by up to 70% due to the added flexibility afforded by video interviewing platforms. A common misconception is that video interviewing is made to replace face-to-face interviews, when the reality is that they allow your clients to select their most preferred candidates for final stage interviews without any guess work involved. Since they are able to virtually 'meet' candidates during the screening process, they're able to get a much better understanding of whether that candidate would be suitable for the role.

How can we use them?

1 — Screening candidates

In its simplest form, video interviewing is an early stage screening tool. It allows you to rate and share candidates and ultimately enables you to select the best applicants to move forward.

2 — Video talent pools

Videos can be stored within the platform that you use, meaning that you can create a bank of completed video interviews related to your active candidate pool, ready to send out to clients at any moment.

3 — Shortlisting

Rather than sending CV shortlists to your clients, you can build a video shortlist to send – giving your clients a much better view of who they want to interview.

4 — Expanding your search

When you use video interviewing, any geographical restrictions are removed as you're able to interview candidates no matter where they are located.

Video for social media and marketing

Before you begin thinking about what types of marketing videos you want to produce, you need to know about the goals that different types of video will help you reach. Different types of videos serve different purposes, having a different impact on your target audience depending on where they are in the marketing or sales funnel at that point.

So, this next section is dedicated to some of the ways that videos are popularly used for marketing and sales purposes, why they work, and when you should use them.

Company Videos

What are they?

A good company video will portray aspects such as what the culture is like in your agency, or illustrate your service offering and your niche experience. With company videos, a variety of different employees often take part in order to showcase what you have to offer and why you're different. These are often one longer video to showcase your brand, or a series of smaller videos showcasing life at your agency.

When should we use them?

These videos sit at the core of any video strategy, as they'll be the most informative content about your agency as a whole. Kick off your campaigns with a company video on your social media channels. Your main video should sit at the forefront of your website so that it's the first thing your visitors see when they hit your homepage.

Why do they work?

Embedding videos into your website will boost your SEO and see you listing higher in search engine results – Google loves video! But beyond that, the general idea is to just show faces and personalities behind your brand to engage with your prospective clients and candidates, regardless of how you approach this one. You'll stand out from the crowd when showcasing your culture and your employees, increasing your engagement and growing your following on social media.



How can we use them?

A lot of the time, external marketing agencies will be used to make videos like these and therefore often require a larger budget. We recommend that if you can free up the budget to use a professional, do it! But that doesn't mean you still can't produce these yourself.

1 — Culture videos

Create a company overview video that showcases your agency, your employees, and the culture. Make it a maximum of 2 minutes long and make it as engaging as possible (remember, people buy from people!).

2 — Explainer videos

Try getting different employees to showcase the work they do and how they can help your clients. Why does your agency exist? Use short snippets of 30–60 seconds to show how you can solve your target markets problems.

3 — Product videos

In an agency, a product video is the equivalent of a video showcasing your specialized experience and the services that you offer. These could even be animated or graphics based!



Job Videos

What are they?

Job videos can be anything from a quick explainer relating to a role, to things like “a day in the life”. It’s a video that, in one way or another, provides candidates with details about an open position you’re recruiting for. Their purpose is to showcase exactly what the role entails, so that candidates can judge whether they’d be a good fit before applying.

When should we use them?

These videos can be used in your job descriptions to help bring them to life, as well as posted on social media to help engage with both active and passive candidates. As a recruiter, these videos are more suited for posting to your personal profiles.

Why do they work?

Not only will embedding videos into your job listings do wonders for SEO and getting your role at the top of search engines, but posting them on social media will boost engagement and increase brand awareness in the process. Candidates spend an average of 55 seconds reading a text job ad, compared to 5.23 minutes watching a video job advert. Not only that, but recruitment agencies are reporting an increase of 800% in engagement on job ads that have a video embedded!

How can we use them?

The size of the campaign you’re working on, the nature of the relationship between you and your client, and the budget set will all have an effect on how you can utilise these videos. A few ideas include:

- 1 — Introduce a hiring manager**
If your client is willing to get involved, you could get the relevant hiring manager to record a short video introducing themselves, the organisation, and the role.
- 2 — Showcase your client**
If your client already has company or careers videos, consider using these in your efforts to showcase their culture.
- 3 — Introduce yourself and the role**
The video can be a simple short snap of yourself sharing some information about the role, adding personality to something that would otherwise be plain text.



Testimonial videos

What are they?

Video testimonials are probably of the simplest, yet effective forms of video that you can use. All you have to do is find clients and candidates who are willing to take part in a short video. Think of it as a review, just in video form. They become clear social proof that your agency not only talks the talk, but walks the walk too.



When should we use them?

Testimonial videos make a great addition to more in-depth case studies on your website. Even if you don't have a full case study to go with it, a 'video testimonials' section on your website also works really well. They're great for posting on social media too – both on corporate and personal accounts. Not only do they work well for attracting new clients, but getting candidates involved can help you attract more talent too. They're particularly effective for people in your target market who have already looked into your services but have not yet converted, as it helps to give them that final nudge, if needed.

Why do they work?

Case studies and testimonials play a big part in decision making for many people, before they decide to go into partnership. Testimonials can be fantastic for gaining more retained projects as it's much more trustworthy hearing from a past/present client, than it is coming from yourself. Testimonials allow you to gain ultimate credibility and build trust in your brand and service – people trust user reviews!

How can we use them?

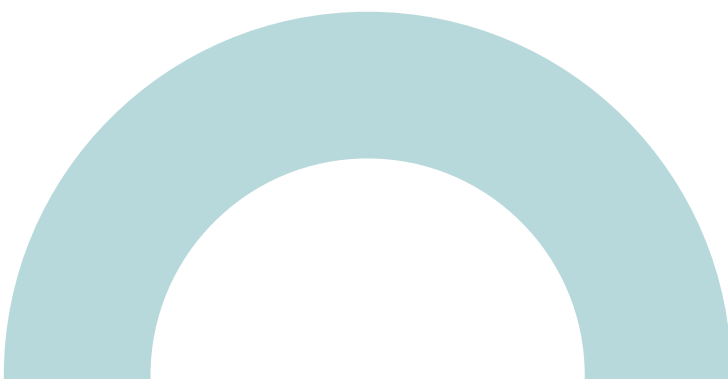
If there are any clients or candidates that you have a particularly positive relationship with, these should always be your starting point.

1 — Interview format

If you have clients and candidates local to your agency, consider paying them a visit (or inviting them to your office, whichever best applies) and doing an interview style video of both of you. Remember that a lot of viewers will drop off at 1-minute, so try and keep it concise.

2 — Client/candidate only

If you're happy for them to record the video themselves, then you wouldn't even have to be present for this one. Simply get them to record a testimonial relating to your service, lasting 60 seconds or less.



Informative videos

What are they?

Informative videos are, well, informative. They can be used to tell your audience about an event you'll be attending or hosting, how-to-videos, and generally anything that provides your audience with useful information without being too sales-y. These are your opportunity to present yourself as a thought-leader in your niche and show that you really know your stuff.

When should we use them?

Informative videos work well on both your social media and your website. One example of approaching this could be a small series of videos aimed at one topic, using expert interviews with a mixture of different industry experts that all give different insights and views on the subject you're approaching. Sure, this one takes more careful planning and time than other approaches, but when you're adding value to your target market, it works.

Why do they work?

Using this approach will provide valuable information to your target market without pushing for a sale. You're identifying their pain points and supporting them with thought leadership, making them more likely to convert into a candidate or client at a later date. When you position yourself as a leader in your field with these videos, you'll be the first to spring to mind should a candidate or client ever need the type of service that you offer.



How can we use them?

1 — Expert interviews

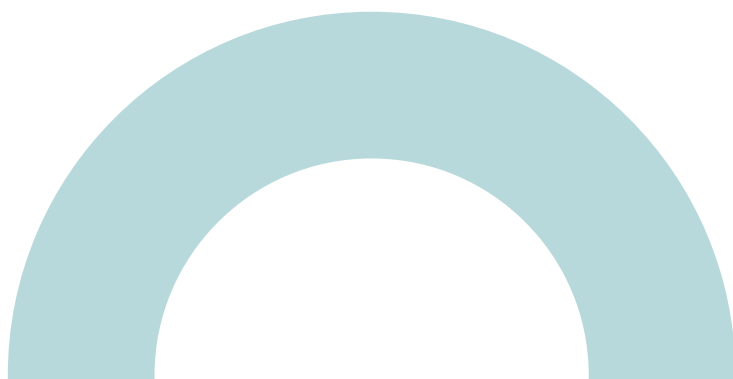
Capturing interviews, or even informal chats, with experts and thought leaders discussing industry trends and issues is a great way to build trust and credibility. It could be as simple as interview advice or CV writing tips from recruitment experts.

2 — Explainer videos

These types of videos are used to explain to your audience how they can benefit from your products or services. Use this time to explain how you can solve their problems!

2 — Event videos

Hosting or attending an event? A great way to engage with attendees or encourage other people to attend is a short video explaining the event, why you're going, and why they should attend too.



Before Implementing Video Marketing

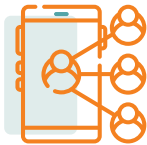
Before you begin implementing any form of video strategy, you need to have a very in-depth understanding of your organisation's culture and exactly what it is that makes you different to your competitors. Why should a client choose you over another agency? What makes you unique? What do you offer that your competitors don't? The message you'll be portraying in your videos sits in the answers to those questions – so ensure you know exactly what it is that you're trying to say.

With that in mind, this next section is all of our top tips for getting started with video marketing, even on the smallest of budgets!

Before you start...

Video production is more cost-effective than ever – all you need is a smartphone and the confidence to get started. Don't fret about things like video and editing, either. The simpler and more authentic your videos are, the more your audience will be able to relate.

Before you begin to plan out the specifics of your video content, try and answer the following questions:



Who is your target audience?

Okay, so we know that you already know the answer to this one. But try and think about this through the eyes of a marketer and understand the buyer persona of who it is you're targeting. Knowing this will allow you to plan your message and personalise it to meet the specific needs of that persona.



What is the goal of your video?

Consider the types of video we've already outlined and the goals that they can help you reach. What is it that you want your audience to do after watching your video? Knowing what action you'd like them to take will allow you to structure your content to help feed them into that action.



Where is the video going to be published?

Your videos have a variety of different platforms that they can be used on, some being more suitable for certain types of video than others. It could be a company video that sits on your homepage, a job video within a listing, or a culture video for social media. There are a variety of options, so make sure you know where you intend to host your video.



What is your budget?

As we've said, video can be expensive. A lot of organisations will hire external agencies to create company videos which can have quite a large price tag. If this is in your budget, then we say go for it – but don't just leave the strategy there. Smaller budget videos produced in-house are just as effective on social media. Even if your budget is next to none, you can still produce video content that works! Without knowing your budget, however, you won't be able to plan a solid strategy as you will not know what your limits are.

Taking a funnel approach...

When you get to a stage of planning out the specifics of your videos and what types you want to create, think about what it is that your prospects or candidates would want to see in the different stages of the process. There are a number of different variations of the marketing funnel out there, but as standard, the four stages you'll always see are; awareness, consideration, conversion and retention.

Below are a few examples of client focused content that you can use at different stages in the marketing funnel:

1

Awareness

As they'll likely just be discovering your services, share valuable information at this stage – use informative videos, or prospecting videos to engage them with your open roles or available candidates.

2

Consideration

This is when a prospect considers using your services. At this stage, using things like company videos or product videos work well.

3

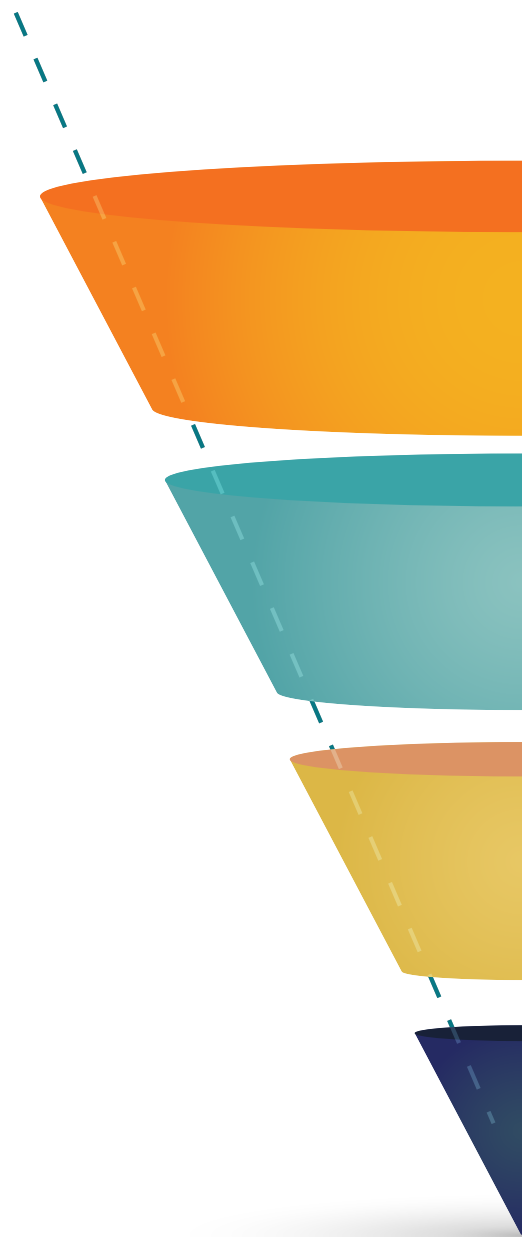
Conversion

To give your prospects the final push to convert, testimonial videos can be the key to conversions.

4

Retention

Of course, an important part of any sales strategy is retaining your current clients, and video can help you to achieve this. Keep providing them with thought leadership and useful content to add value to the relationship. You could even throw in a few thank you videos!



Top tips on filming from your phone

Since using an external agency for video production won't fit in most budgets, we're going to cover a few hints and tips on filming your own videos yourself, straight from your smartphone.



Always film in landscape

A simple one, but still an important thing to note. Landscape orientation is always the go-to for videos, as anything in portrait won't sit right on social media or your website and doesn't look as professional.



Lighting

This can be a tricky one to get right when filming from your phone. When you're filming indoors, the best lighting often comes when you have natural light behind the camera. If the person you're filming stands in front of a window, for example, they'll look a bit indistinguishable as the lighting in the background will feed through and dull your subject out. But, if they stand facing the natural light, they'll be the focus of the shot.



Audio

You'll likely need to find a quiet spot to record your video, so you aren't picking up on any background noise or conversations happening nearby. It's surprising what a smartphone will pick up when recording, so make sure you have a nice peaceful spot to record. If it's hard to find somewhere quiet, or you want to film outdoors, there are affordable microphones that you can connect directly to your phone, so that the only sound it picks up is the voice of the person starring in the video!



Editing

There are plenty of video editing software's out there that are designed to be simple and user friendly, not just for the advanced folk. A popular choice is Apple's iMovie, which comes free on all Apple products. There are a number of other alternatives, such as the editor you'll find in Microsoft Photos, or quite a few tools that can be found with a quick Google search. Then, of course, there are more advanced programmes like Adobe Premiere Pro.

Editing is often a simple drag and drop of different clips. You can get creative and add logos, transitions, music, captions, and various other effects. Practice makes perfect here!

Some final hints and tips

One of the last things left for us to mention is hosting your videos. We definitely recommend uploading your videos to YouTube or Vimeo – or both. YouTube is great because it helps to boost your SEO, as YouTube videos now features in Googles SERPs (search engine results pages). YouTube and Vimeo allow you to embed your uploads to your website too, rather than hosting them directly from your website. Using YouTube or Vimeo to embed videos on your website means faster loading times, increased visibility, and ultimately a better experience for your visitors. Hosting your own videos can come with a variety of different issues, so even if it's simply for ease, you should definitely be using a dedicated platform.

Remember that when you're first starting out, you're bound to make a few mistakes along the way. That's why we also recommend you track the performance of your videos to see what is and isn't working for you. Since every organisation is different, what works for you will be unique and it's often a little game of trial and error to find the most effective methods for your agency. Try a mixture of client and candidate focused content to see if you can strike the right balance for what works for you. And, last of all, don't be afraid to show personality. On social media, videos that incorporate a little bit of humour (without offense, of course), always work well.

The only way to get started with your own video marketing strategy is to just dive in and get filming – like we've said, practice, practice, practice!

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