

CANDIDATEHUB

Awareness

Candidates are starting to identify a need for change. At this point, content should be geared towards career/skill development

Content Ideas (all about them)

- Industry Insights/Information
- Career Development
- New techniques, products or technology
- Infographics
- Webinars

Channels/Formats

- Social Media
- Landing Pages
- Video

Interest

Candidates begin to explore options as they come to terms with the idea of looking for a new role. Content should be focused on starting a new job/career

Content Ideas (all about them)

- Brochure/Overview
- Blog
- White-papers
- Careers Page
- Webinars
- Networking Events

Channels/Formats

- Social Media
- Landing Pages
- Video

Consideration

Candidates begin to narrow down their choices and start researching specific companies. Employer Brand content is key

Content Ideas (Start to gear towards EB)

- EVP & Company Mission
- Monthly Newsletter
- Company News
- CEO Fireside Chats
- Employee spotlights
- Employee Generated Content

Channels/Formats

- Social Media
- Landing Pages
- Video
- Email/SMS

Ready for Action

Candidates have made the choice to move and they are interested in your company as an option. Direct communication is best

Content Ideas (Direct CTA's)

- Glassdoor & Review Sites
- Job Specific Newsletters
- Email Campaigns
- Infographics
- Webinars

Channels/Formats

- Social Media
- Landing Pages
- Video
- Email/SMS
- Phone Calls