How to Think Like a Marketer...

to Hire, Engage & Retain Talent

GoCo

Meet the Marketers 🤓

Allie Collins

VP Marketing
Head of DEI Committee

GoCo.io

Ashley Widener

Director of Marketing
Head of Spirit Committee

GoCo.io

12 time American Marketing Association Crystal Award Winners 🔮🔮🔮

How many people are on your HR team?

A)   I fly solo, HR team of one

B)   I have some help, 2-5 others on my team

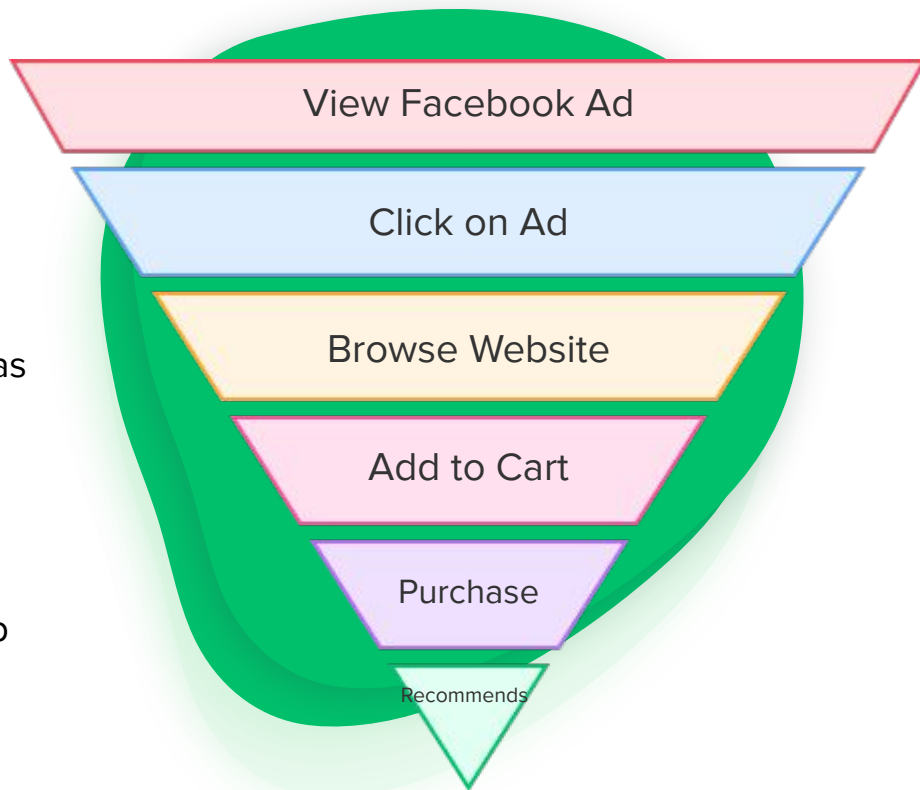C)   I have a department, 5+ on my team

Recruiting as a Funnel

What is a Marketing Funnel? 🌪️

Marketing thinks about the purchasing process as a funnel.

People become aware of your brand, engage with it, and eventually buy.

At each level of the funnel, potential buyers drop off.

View Facebook Ad

Click on Ad

Browse Website

Add to Cart

Purchase

Recommends

GoCo

Recruiting as a Funnel

Funnel Measurement

Each step through the funnel is a **conversion**.

The rate at which a prospect moves to each step is called a **conversion rate.**

Marketers have goals for conversion rates at each step.

We use these conversion rates to determine how much traffic we need to drive at the top of funnel.

View Facebook Ad

5%

Click on Ad

10%

Browse Website

15%

Add to Cart

50%

Purchase

Recommends
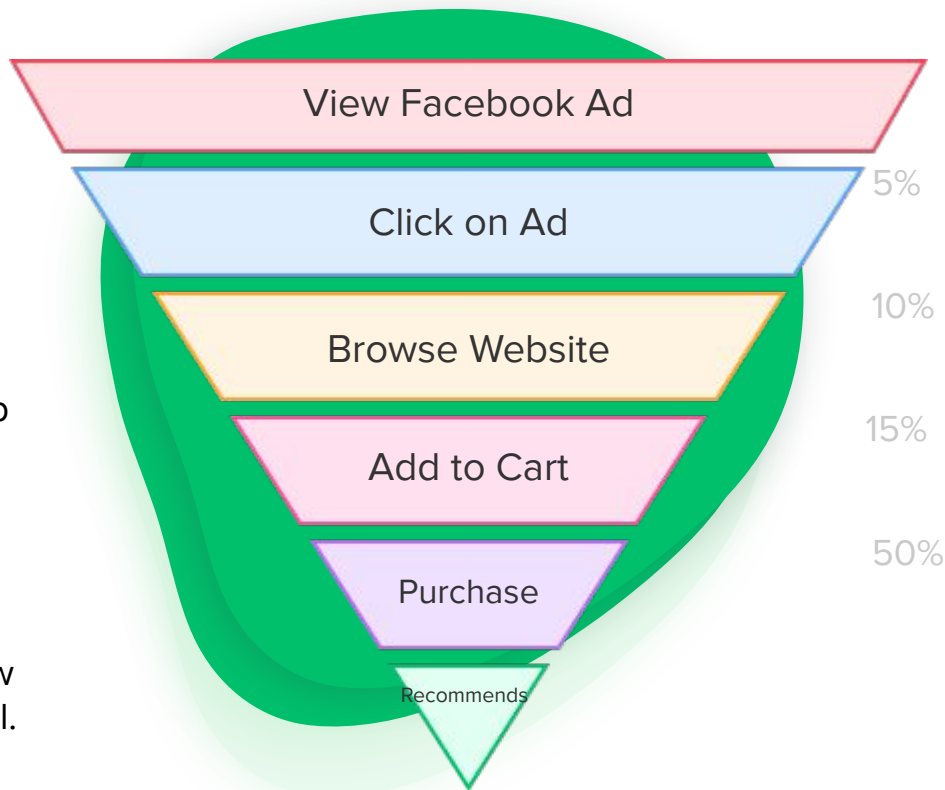
Recruiting as a Funnel

Recruiting is a Funnel Too!

At the top of the funnel, candidates become aware of your employer, view job descriptions

In the mid-funnel, candidates apply for the job and convert to phone screens.

At the bottom of the funnel, candidates are interviewed, offers are extended, and hires are made.

View Job Post on Glassdoor

Apply for Job

Interview

Offer

Acceptance

Referrals

GoCo
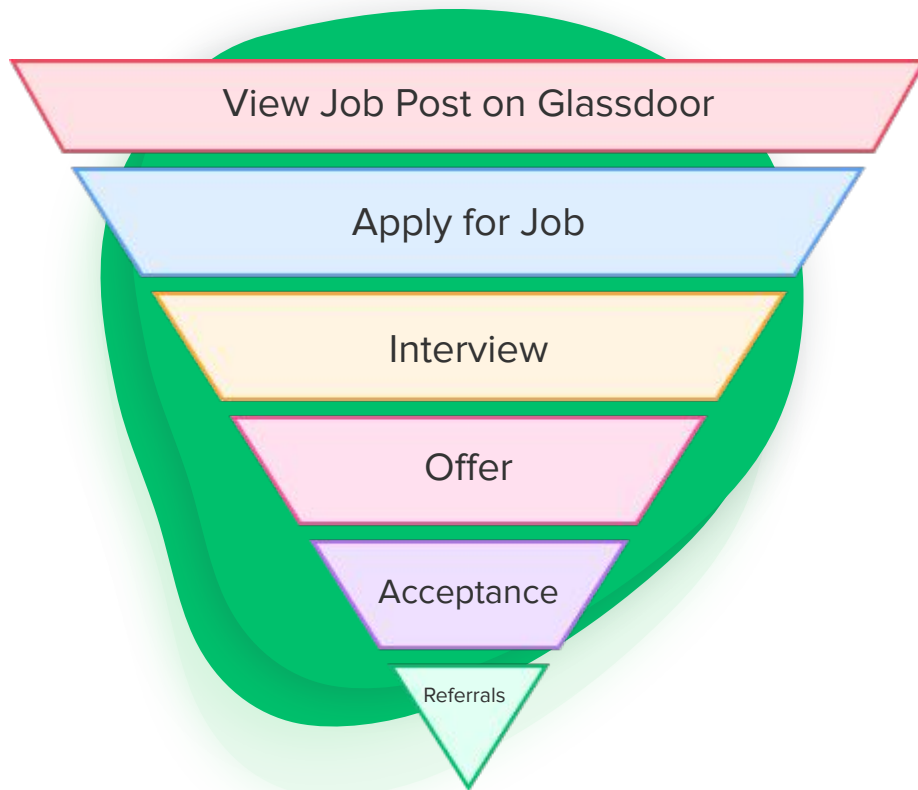
Recruiting as a Funnel

Recruiting is a Funnel Too!

Set goals and measure conversion rates at every step of the funnel

You can use the conversion rates to forecast:
- - # of post views needed
- - # of screens needed
- - # of interviews needed
- - Budget for a req
- - Overall cost to acquire new talent

Measure against benchmarks to identify bottlenecks in your funnel

View Job Post on Glassdoor

Apply for Job

Interview

Offer

Acceptance

Referrals
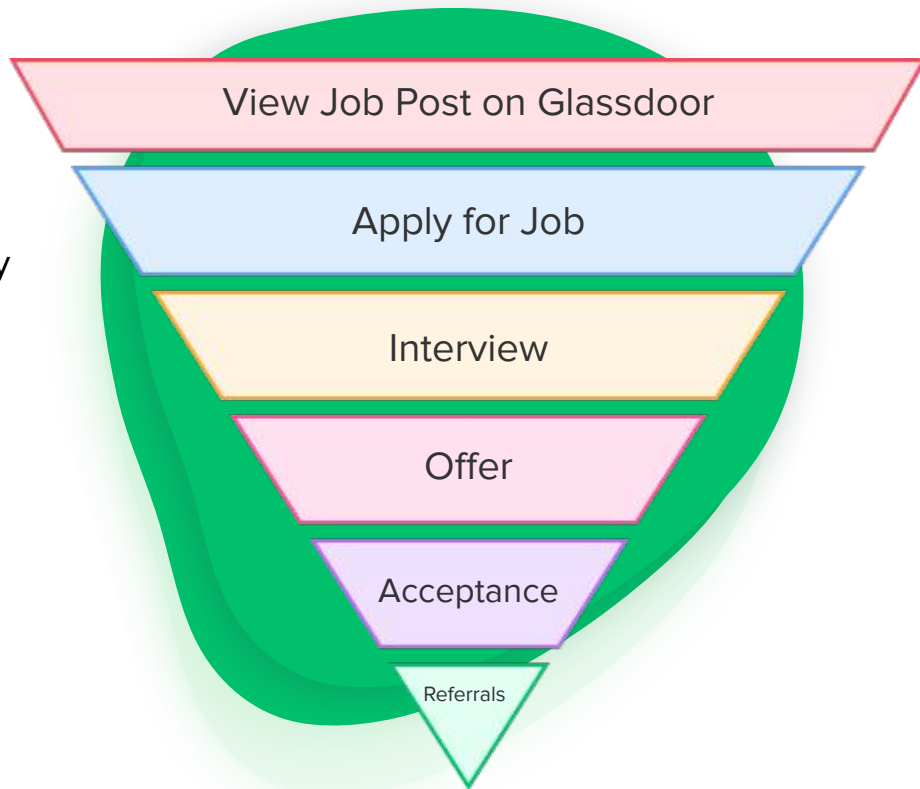
Do you have a handle on your recruitment "funnel" metrics?

A) Yes, I have clear data on my conversion rates and how to optimize them

B) Sort of... I know where I have bottlenecks in the funnel but need better data to understand it

C) Not really, this is a new concept for me!

Measure Your Own Funnel at
goco.io/funnel

Calculate conversion rate and compare to benchmarks

No math required!

11%
Visitor to Applicant

JOBVITE

Visitor to Applicant

On average, **11%** of Careers page or job posting visitors submit an application

If you're below, focus on top-of-funnel activities like:
- Polishing up your employer brand
- Updating Careers page
- Improving job descriptions
- Focus on inclusion

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12%
Application to Interview

JOBVITE

Application to Interview

On average, **12%** of applicants progress to an interview stage.

If you're below, focus on middle of funnel activities like:

- Analyzing your process for scheduling
- Apps like Calendly can help you streamline the booking process (2x response)
- Use SurveyMonkey to offer an incentive in exchange for candid feedback

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17%
Interview
to Offer

JOBVITE

Interview to Offer

On average, **17%** of candidates progress from an interview to an offer

If you're below, focus on internal team:

- Narrow in on ideal candidate criteria (more on this next!)

- Spend more time with hiring managers, ask for an evaluation rubric

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89%
Offer to Acceptance

JOBVITE

Offer to Acceptance

On average, **89%** of candidates who receive an offer will accept.

If you're below, zero in on candidates who reject:

- Interview candidates in depth
- Analyze competitiveness of salary and benefits
- Offer >$25 incentive for anonymous in-depth survey

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Marketer's Toolkit
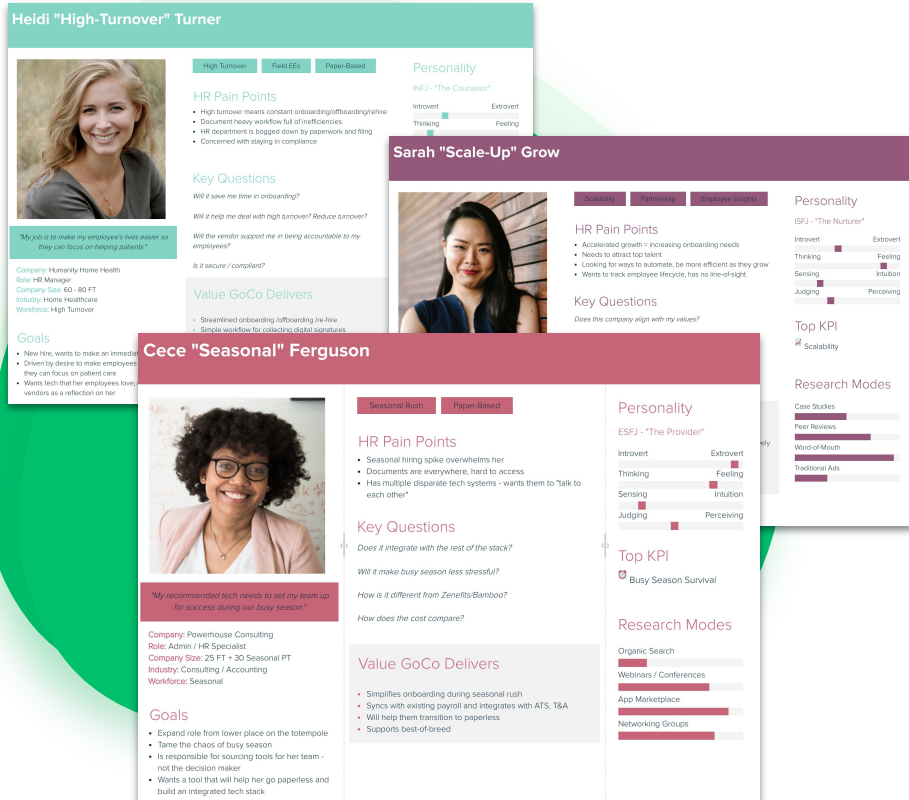
Improve Quality of Hire with Buyer Personas 👩🏾‍🦱👨🏻‍🦱👱🏼

Quality of Hire (QoH)

Measures the value a hire brings to the organization. Can be measured by engagement, productivity, retention, etc.

Buyer Persona

Marketers use buyer personas to paint a picture of what an ideal customer looks like. Think of it like a vision board for a target audience.

Heidi "High-Turnover" Turner

High Turnover | Field EEs | Paper-Based

Personality
INFJ - "The Counselor"
Introvert — Extrovert
Thinking — Feeling

HR Pain Points
- High turnover means constant onboarding/offboarding/rehire
- Document heavy workflow full of inefficiencies
- HR department is bogged down by paperwork and filing
- Concerned with staying in compliance

Key Questions
Will it save me time in onboarding?
Will it help me deal with high turnover? Reduce turnover?
Will the vendor support me in being accountable to my employees?
Is it secure / compliant?

"My job is to make my employee's lives easier so they can focus on helping patients."

Company: Humanity Home Health
Role: HR Manager
Company Size: 60 - 80 FT
Industry: Home Healthcare
Workforce: High Turnover

Goals
- New hire, wants to make an immediate
- Driven by desire to make employees they can focus on patient care
- Wants tech that her employees, love vendors as a reflection on her

Sarah "Scale-Up" Grow

Scalability | Partnership | Employee Insights

Personality
ISFJ - "The Nurturer"
Introvert — Extrovert
Thinking — Feeling
Sensing — Intuition
Judging — Perceiving

HR Pain Points
- Accelerated growth = increasing onboarding needs
- Needs to attract top talent
- Looking for ways to automate, be more efficient as they grow
- Wants to track employee lifecycle, has no line-of-sight.

Key Questions
Does this company align with my values?

Value GoCo Delivers
- Streamlined onboarding /offboarding /re-hire
- Simple workflow for collecting digital signatures

Top KPI
Scalability

Research Modes
Case Studies
Peer Reviews
Word-of-Mouth
Traditional Ads

Cece "Seasonal" Ferguson

Seasonal Rush | Paper-Based

HR Pain Points
- Seasonal hiring spike overwhelms her
- Documents are everywhere, hard to access
- Has multiple disparate tech systems - wants them to "talk to each other"

Key Questions
Does it integrate with the rest of the stack?
Will it make busy season less stressful?
How is it different from Zenefits/Bamboo?
How does the cost compare?

"My recommended tech needs to set my team up for success during our busy season"

Company: Powerhouse Consulting
Role: Admin / HR Specialist
Company Size: 25 FT + 30 Seasonal PT
Industry: Consulting / Accounting
Workforce: Seasonal

Goals
- Expand role from lower place on the totempole
- Tame the chaos of busy season
- Is responsible for sourcing tools for her team - not the decision maker
- Wants a tool that will help her go paperless and build an integrated tech stack

Value GoCo Delivers
- Simplifies onboarding during seasonal rush
- Syncs with existing payroll and integrates with ATS, T&A
- Will help them transition to paperless
- Supports best-of-breed

Personality
ESFJ - "The Provider"
Introvert — Extrovert
Thinking — Feeling
Sensing — Intuition
Judging — Perceiving

Top KPI
Busy Season Survival

Research Modes
Organic Search
Webinars / Conferences
App Marketplace
Networking Groups

QoH Personas

Persona-Driven Recruitment

Just as marketers use these vision boards to visualize ideal customer personas, recruiters can use similar tactics to identify common themes and characteristics of quality hires.

Especially important in this period between Great Resignation and recession.

Sarah "Scale-Up" Grow

QoH Personas

Sample Marketing Persona

Scalability | Partnership | Employee Insights

HR Pain Points

- Accelerated growth = increasing onboarding needs
- Needs to attract top talent
- Looking for ways to automate, be more efficient as they grow
- Wants to track employee lifecycle, has no line-of-sight

Key Questions

Does this company align with my values?
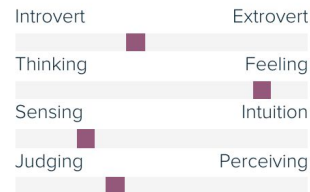
Will it help me grow?

Will it scale with me?

Will it give me the employee data I need?

Value GoCo Delivers

- Dedicated CSM, "grow with us", opportunity to work iteratively as partners
- Streamlined onboarding for ongoing growth
- Reporting and metrics to track employees by level
- Automate manual processes

"We're growing quickly, and I need a partner that can scale with us."

Company: Groove.io
Role: Director of HR
Company Size: 100 EE (and counting)
Industry: Tech / SaaS
Workforce: Scale Up / Growth Mode

Goals

- Lead HR team through growth
- Preserve culture at scale
- Build solid vendor relationships
- Values customer service and iterative response to feedback over features

Personality

ISFJ - "The Nurturer"

Introvert — Extrovert
Thinking — Feeling
Sensing — Intuition
Judging — Perceiving

Top KPI

☑ Scalability

Research Modes

Case Studies

Peer Reviews

Word-of-Mouth

Traditional Ads
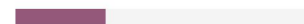
QoH Personas

Sample Hiring Persona

GoCo Sales Team

Characteristics & Strengths

Moderately High Dominance
(D = 70-90)

Highly Influential, Persuasive
(I = 80-100)

Extraverted / People-Focus

Competitive

Coachable

High Energy

Team Oriented

CCAT > 26

Background & Experience

Formal ed / experience not required.

Evidence of coachability in background (ex: former athlete)

Evidence of influence
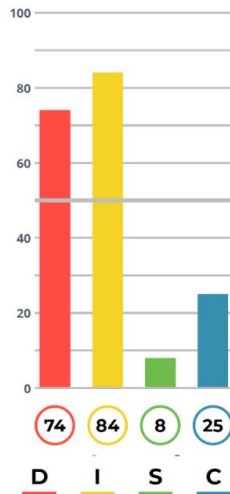
Motivations & Ambitions

Motivated by winning culture, recognition, and financial incentives

Ambition to win and earn $$

Values & Interests

Passionate about helping others, solving problems for clients

Cares about creating a winning environment

Values human connection

Has many hobbies

| 74 | 84 | 8 | 25 |
| D | I | S | C |

QofH Persona Attributes

✔ DO include

- Broad strokes
  Education, work experience, etc

- Personality & strengths
  - Introvert / Extravert
  - People or Task focus
  - DISC or Birkman profile
  - StrengthsFinder
  - What makes them special?

- Values & Interests

- Motivations & Ambitions

- Pet Peeves & Turnoffs

❌ DON'T Include

- Overly specific details / too much emphasis on any particular trait

- Demographics

- Appearance

- Family status

- Anything that could introduce bias (gender, race, religion, age)

- If you use photos, focus on representing the journey and their values rather than the appearance of the person

Who is responsible for employee engagement at your company?

A)   HR only

B)   It's shared between HR and others (ex: department leaders)

C)   It's a cross-company initiative

D)   What employee engagement? 😅

Marketer's Toolkit

Employee Engagement is a Series of Marketing Campaigns 🎯

68.5% of U.S. employees report being either not engaged or actively disengaged in their work and workplace

GALLUP®

Employee Engagement Is...

- HARD, and the responsibility of many - yet most organizations leave it up to HR

- Not static - it can't be measured by a single score or point in time

- Dependant upon consistency - it must be built up as a series of everyday interactions that weave into the overall ecosystem of culture

- Costly - disengaged employees have 37% higher absenteeism, 18% lower productivity, and cost their company an average of 34% of their total salary[1]

Sources: 1. Gallup State of the Workplace Report

Marketing Campaign

An organized, strategized effort to promote a specific company goal

Marketing Channel

A tool or avenue that helps companies distribute information to a target audience

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Employee Engagement as a Marketing Campaign

What's In a Marketing Campaign?

🎯

Goals & KPIs

How will you measure progress or success?

👥

Audience

Who are you trying to reach?

📣

Channels

How will you distribute your message?

Employee Engagement as a Marketing Campaign

We can think of employee engagement initiatives as a series of campaigns working towards an overall company goal to Increase Employee Engagement

THE CUSTOMER JOURNEY TODAY

social/online ads
search
direct mail
word of mouth
radio, tv, print ads, flyers

website
shop
booking

offers
survey
blog
social media
emails

CONSIDERATION   SERVICE   ADVOCACY

AWARENESS   PURCHASE   LOYALTY

reviews
blog
infographics
video
media

knowledgebase
emails
help desk /chat
social media
app

reviews
share
engage
recommend

CONTENT IS THE KEY TO THE ENTIRE JOURNEY

cinchdigital.com.au

Employee Engagement as a Marketing Campaign

Goals & KPIs 🎯

Set Achievable Goals

Improve Employee Engagement is too broad for any real action

Break down engagement into a series of campaigns, each with its own goal that is:
- Clearly defined
- Measurable
- Attainable

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Goals & KPIs 🎯

GoCompete Wellbeing Challenge

Goal: Improve employee wellbeing
 - "Wellbeing" = holistic, inclusive approach to wellness

Measured participation via point tracking & a dedicated Slack channel

Focused on inclusive activities so everyone could participate
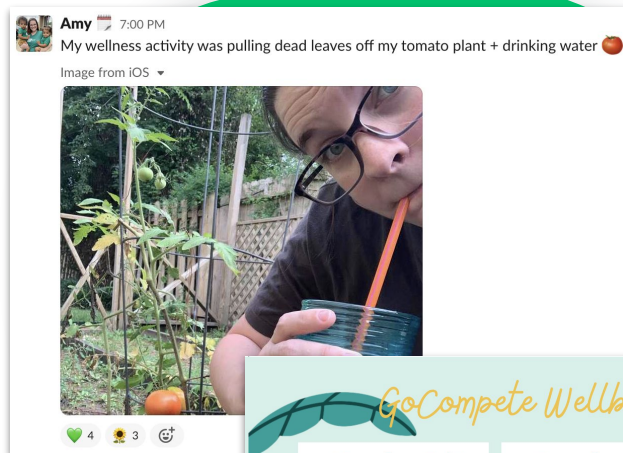
Goals & KPIs 🎯

Chief Comfort O

Goal: Host a successf
- Balance of local & re
- No awkward pauses

Tracked RSVP's in Go
attendance during the

Lowered the time com
during an hour that wo
zones, and put a meet
place
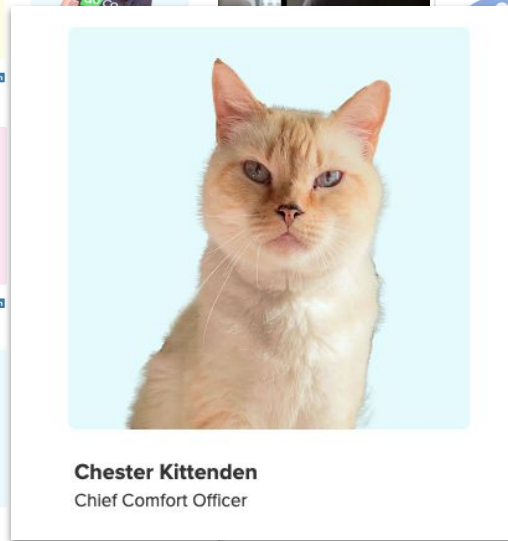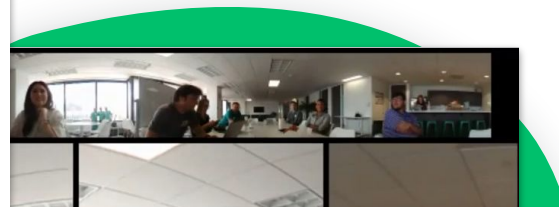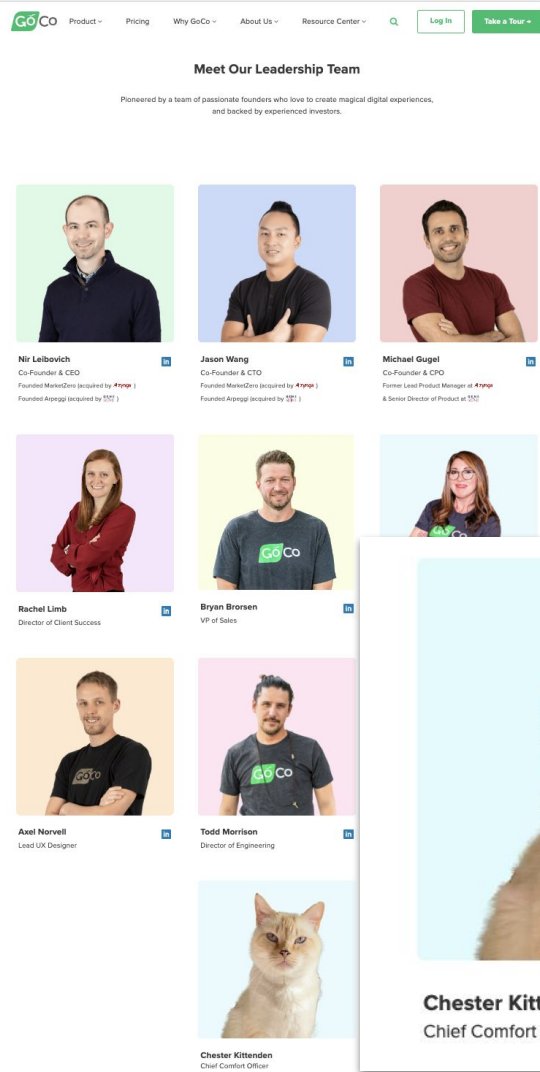
A Taste of GoCo

Goal: Empower employees to take an active role in their engagement
 - Reduce the planning burden
 - Elevate other voices

Measured by efficiency of having other planners & increased attendance from other departments

Provided a budget & structure ASAP
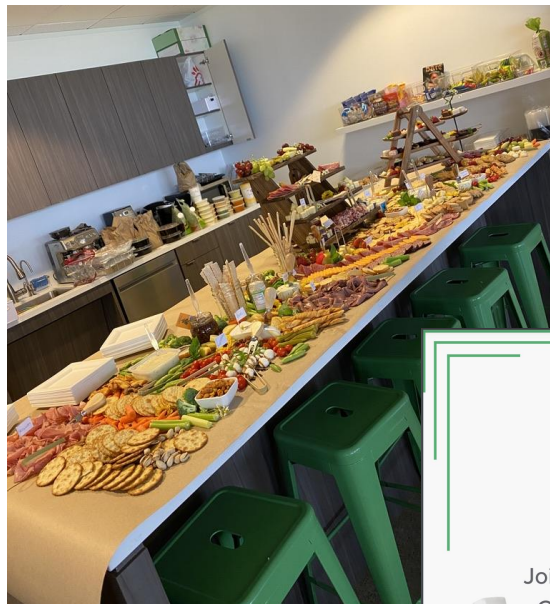
A Taste of GoCo

Join the SDR team and spirit Committee for a wine and spirits tasting accompanied by games and revelry. Food and Drinks provided!

When:
July 20th @ 4:30 PM
Where:
Right in the GoCo office!

Employee Engagement as a Marketing Campaign

Audience 👥

Identify your target audience

Every activity & event does not have to be for every employee

It's not exclusive - it's already impossible to plan activities every single person will like

Focus on planning many different types of initiatives on a **consistent** basis

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Audience 👥

Little GoCoNut's Day

Goal: Host a GoCo-style "take your kids to work day"
 - Create a fun, safe space in the office
 - Help parents introduce their kids to the work they do every day

Measured by attendance & feedback

Provided a budget & structure ASAP
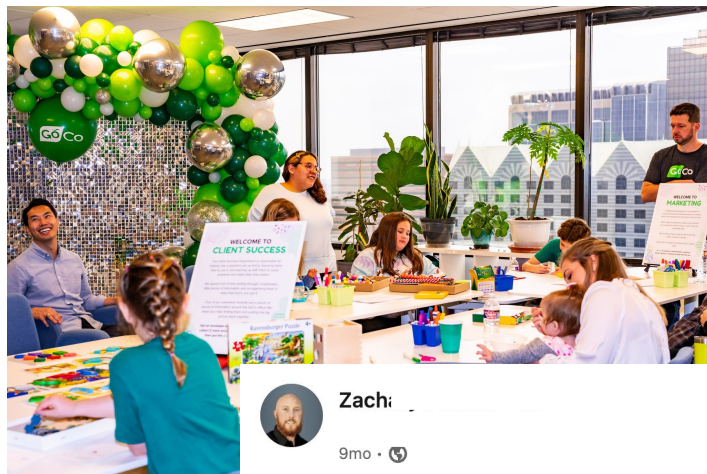
Zach   ...
9mo · 🌐

"Bring your kid to work day"

That used to be something I thought they just did in the movies. 🎬

Not anymore, GoCo.io, Inc. hosted a "Little GoConuts day" today. 💚🥥🥥💚

We had a great turn out for an amazing event. The kids had an amazing time with all the activities.

It is one thing for a company to talk about being family-friendly, but when they deliver this type of family focused event it is just mind blowing. 🤯

#family #work

Astros Day

Goal: Increase excitement around our weekly all-hands meeting
 - Spur conversation & create connection

Measured by videos on & participation in chat

Layered on top of an already existing meeting

Audience 👥

GoFlow

Goal: Have a low-commitment opportunity to connect with others
- Create space for interest groups

Measured by monthly attendance

Short & sweet, hosted on Zoom only
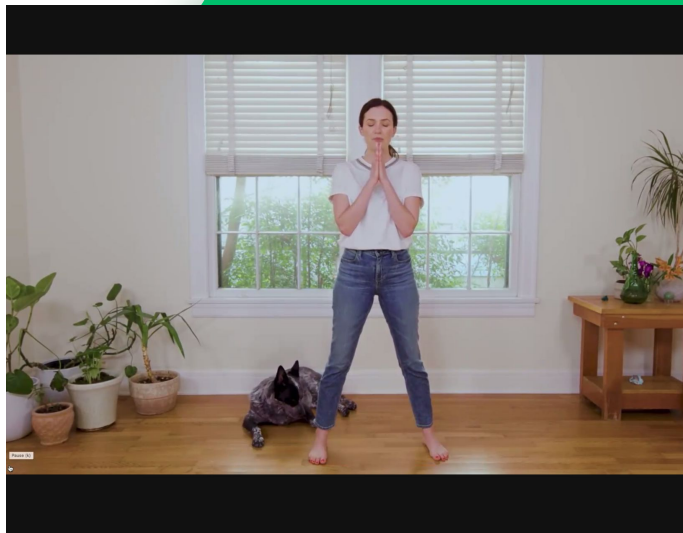
Employee Engagement as a Marketing Campaign

Channels 📣

Communication is key

Effective communication is not just about *what* you say, but *how* and *where* you say it

Focus on getting your message out as many places and as many times as possible

‼️ 68.5% of U.S. employees report being either not engaged or ***actively disengaged***

![GoCo logo]

Channels 📣

Meet them where they are

Leverage existing tech & communication methods

Make announcements in existing meetings, or ask managers to

Adding a new process adds friction

Cut unnecessary words

Make your message scannable

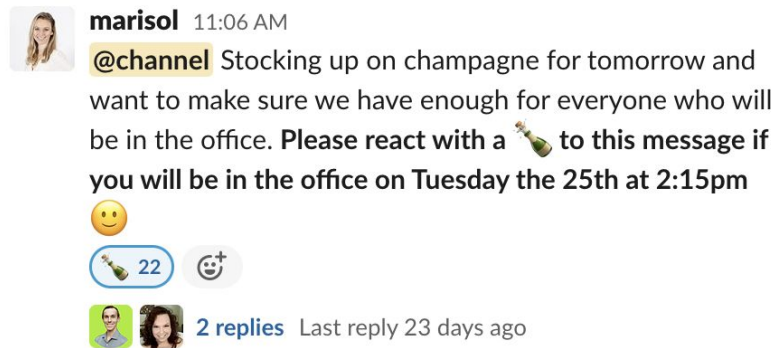If an announcement has lots of details, feature the highlights & direct them to a dedicated place for more

Channels 📣

Focus on your "Call-to-Action" (CTA)

Try to limit your message to 1 CTA

Use action-oriented text (ex: Sign Up, Register Now, RSVP Here)

Put it "above the fold" meaning high enough the reader doesn't have to scroll

---

marisol 11:06 AM

@channel Stocking up on champagne for tomorrow and want to make sure we have enough for everyone who will be in the office. **Please react with a** 🍾 **to this message if you will be in the office on Tuesday the 25th at 2:15pm** 🙂

🍾 22   😃➕

2 replies   Last reply 23 days ago

Amber 10:18 AM

@channel 🎤 C A L L I N G A L L G O C O N U T S 🎤

🗣 You're invited to join GoCo's new Learning & Development channel - #how-do-i

#how-do-i offers GoCoNut's a space to talk about GoCo tips & tricks, GoCoNut best practices, and the GoCo Culture.

GoCoNuts are invited to:
🆘 Ask Questions
🗯 Offer Advice
💭 Seek Guidance
✅ Answer Prompts
🤝 Share Content
🔎 Find Trainings

Channels 📣

Use varied types of communication

People learn & receive information in different ways (visual, auditory, kinesthetic)

Convey the same message in different ways to be most effective

Be creative! Fun images, recorded videos, surprising call outs and catchy headlines
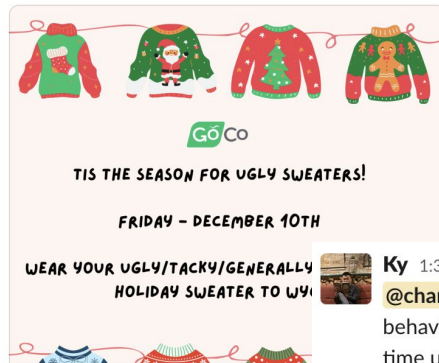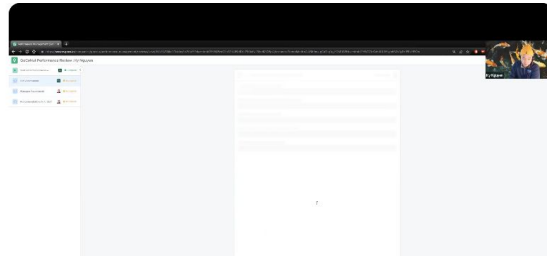
Employee Engagement as a Marketing Campaign

Benefits of a Campaign Framework 💡

Using a campaign structure for employee engagement allows for templatization & streamlining

Engagement is a series of small moments that build to big impact

Don't over complicate engagement - simple is better and something is better than nothing!

Tackle other big HR goals & company-wide initiatives by breaking them down into smaller campaigns

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Poll #4

How would you describe your employer brand?

A) It's great! It reflects our company's mission, vision, values, and culture

B) It's pretty good but still a work-in-progress

C) It's not ideal

D) What's an employer brand?

Better Employer Brand = Better Retention

- 63% of knowledge workers in the U.S. are open to finding a new job this year

- Millennials are 2x as likely to quit as Boomers

- Millennials and Gen Z care most about career development and job mobility

- Millennials and Gen Z are advocates for their own personal brands, and want to be associated with an employer brand that matches their identity
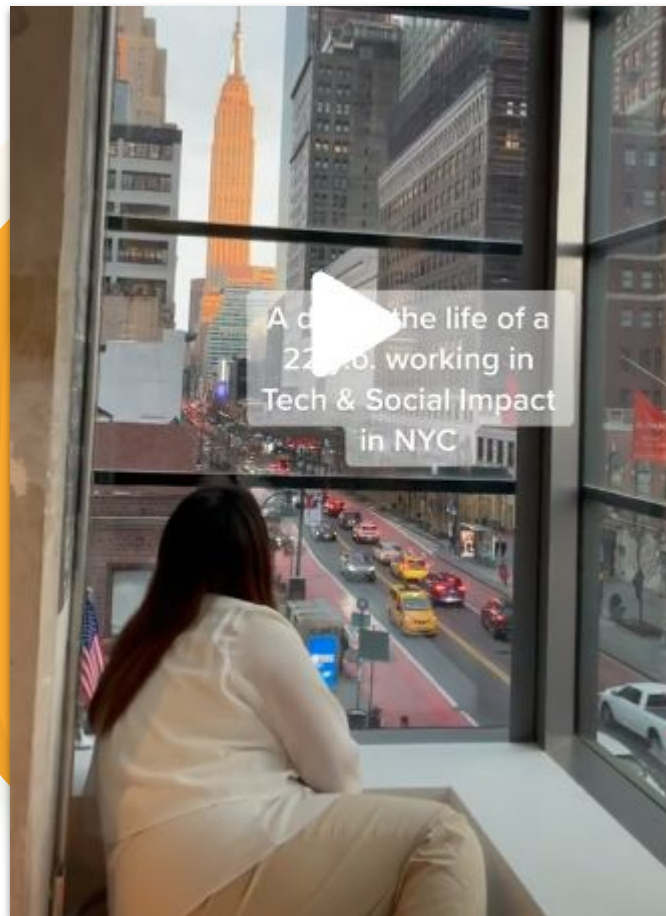
What is an employer brand?

An employer brand is the identity that you project to current and future employees.

It communicates:
- What it's like to work here
- What value is being delivered to the people who work here
- How employees feel about working here
- What the future opportunity looks like here

https://www.tiktok.com/@jayneinnyc/video/7045207087735033135

Driving Retention with Brand

Brand Worksheet

zapier	**Brand message guide** *What unique value do we provide to our customers?*		
Core value *What is the goal you promise to help people achieve?*			
Value themes *What are the pillars that support your core value?*			
Features *What do you do that enables this value theme?*			
Benefits *What does each feature enable for your audience?*			
Proof *Why should people believe you can deliver on your promised value?*			
Messages *How do you talk about this value?*			

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Branding Tip #1 💡

"Branding" can be as simple as giving a name to something ordinary

Our employees are "GoCoNuts"

Our weekly meeting is "WhatchaGot"

Take Kids to Work Day is "Little GoCoNuts Day"

Symbols are powerful, and they're everywhere! Embrace them

We use tacos for recognition 🌮

Alpacas are our mascot 🦙

Green hearts express our feelings 💚

Branding Tip #3 💡

Let Individual Identities Shine & Shape the Brand

Create opportunities for employees to express their individual identities to the group. Pay attention to what's unique, what people gravitate towards, and lean in to those!

- Host "Cracking Open a GoCoNut"
- The Great Egg Debate
- Donut app for Slack

donut APP 10:09 AM
@channel Time to get to know some GoCoNuts!
🥔 What's your favorite form of potato? 🍟 🍠

(45 kB) ▾

32 replies   Last reply 4 months ago

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Identify Brand Ambassadors, and FUND Them

Invite employees to be part of building the brand they want

Find your brand advocates and give them time and money to use it

Assemble committees for the big stuff (DEI, Spirit)

Department-sponsored company-wide events
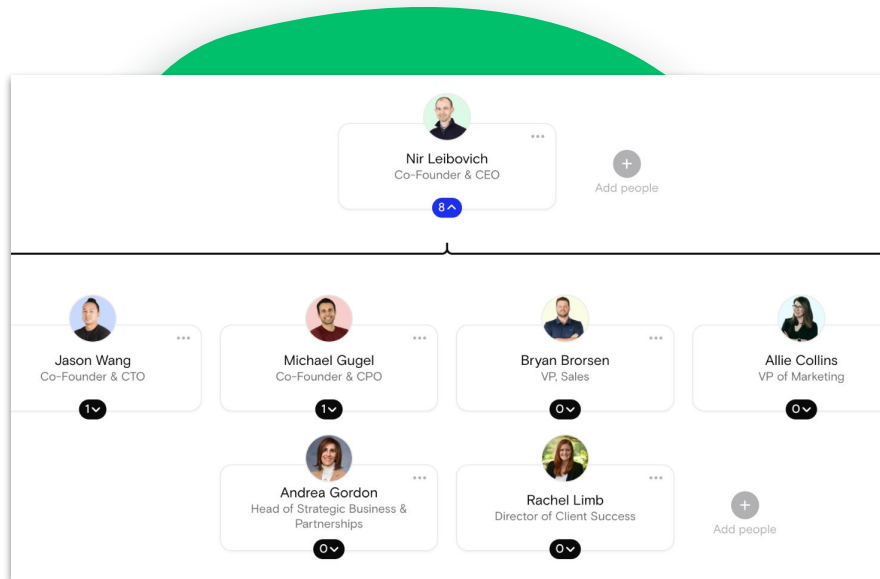
Branding Tip #5 💡

Remind your leadership team regularly that they have a brand

Individual personal brands

Collective exec team brand

When tough conversations arise, ask them what their choices means for the brand

Get them involved early (ex: lunch & learns)

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Connection & Community Drive Loyalty

Every cool moment you create at your company gives your employees a reason to not want to leave.

No one wants to miss the alpacas at next year's holiday party.

Employer Brand

Connection & Community

Brand Loyalty

Retention

Marketer's Toolkit

# Team Up with Marketing to Hit Both HR & Marketing Goals 📈

Marketing + HR = Dream Team

Your online presence is the first impression for potential new hires *and* potential new customers

🤝 Partner with marketing to feature employees on social media & revamp your "About Us" pages

👋 Use services like Design Pickle or tap into Gen Z employees to create templates and graphics

New Hire
Spotlight

June 2022

Brittany Stewart

Sales Development Representative
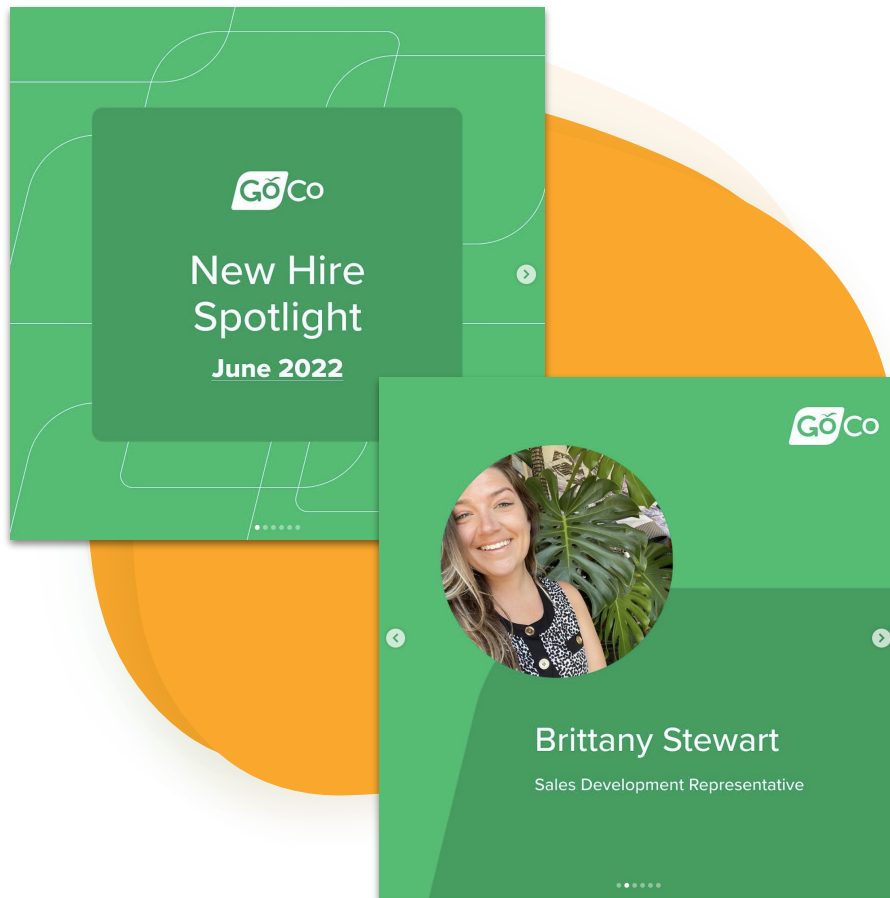
Marketing + HR = Dream Team

Both departments benefit from strong content

🤝 Become a resource for your marketing team, and rely on their skillset to produce high quality videos, blog posts, & emails

👋 Use Upwork to find a contractor to write for you, or use a service like Content Pros

Forbes

LEADERSHIP

Why Upping Your Employee Onboarding Game Is More Important Than Ever Amid The Great Resignation

Liz Everett Forbes Councils Member
Forbes Human Resources Council
COUNCIL POST | Membership (Fee-Based)

Jan 11, 2022, 07:45am EST

Liz (Orea) Everett, CPC, Director of Talent Acquisition at GoCo.io.

Marketing + HR = Dream Team

Bolster your HR strategy by inviting in other opinions & views

🤝 Include marketing in your branding conversations, and ask to be included in theirs

👋 Create committees or team champions that can serve as trusted advisors

GoCo

Marketing + HR = Dream Team

Leverage marketing strengths to balance your weaknesses

🤝 Marketing teams are used to being a squeaky wheel - bring these people on as your champions

👋 Keep in mind what gaps you need to fill and source for those strengths in the whole company - Sales teams are also great at getting attention!

---

sales   –   Jul 26th

Logan 10:10 AM
Don't forget to get your donations in by this Friday!!! Just like this month's revenue, it's not how you start — it's how you FINISH!!! 💪
https://goco.slack.com/archives/C026611J98D/p1658847131811629

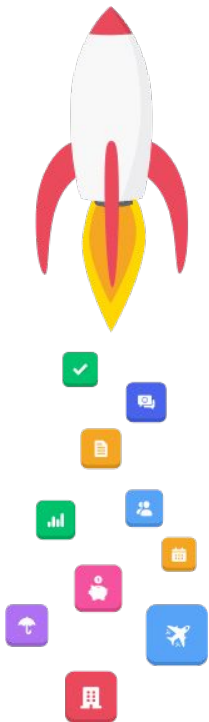> 🧍 **Marisol Getchell**
>
> **@channel** Right now, Sales is in the lead with donations for our Volunteer Day 👏 👏
>
> As a reminder, *this is a contest* 💪 🏆 - the team with the highest weighted average donation will receive GoCo ...
>
> Thread in #announcements | Today at 10:10 AM

💚 2 reactions

Our Mission

GoCo's mission is to automate manual HR tasks, and empower HR to make work a better place for everyone.

We're Hiring!

Let's Lunch & Learn about GoCo

Book a demo and lunch is on us!

goco.io/lunch

See how GoCo can help you streamline and automate employee management, so you can focus on making work a better place!

Book in the next 2 weeks to qualify!