

**Digi-Me<sup>®</sup>**

# Competing for Talent

*With less than 4% Unemployment*

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# Unemployment is at a 17-year-low

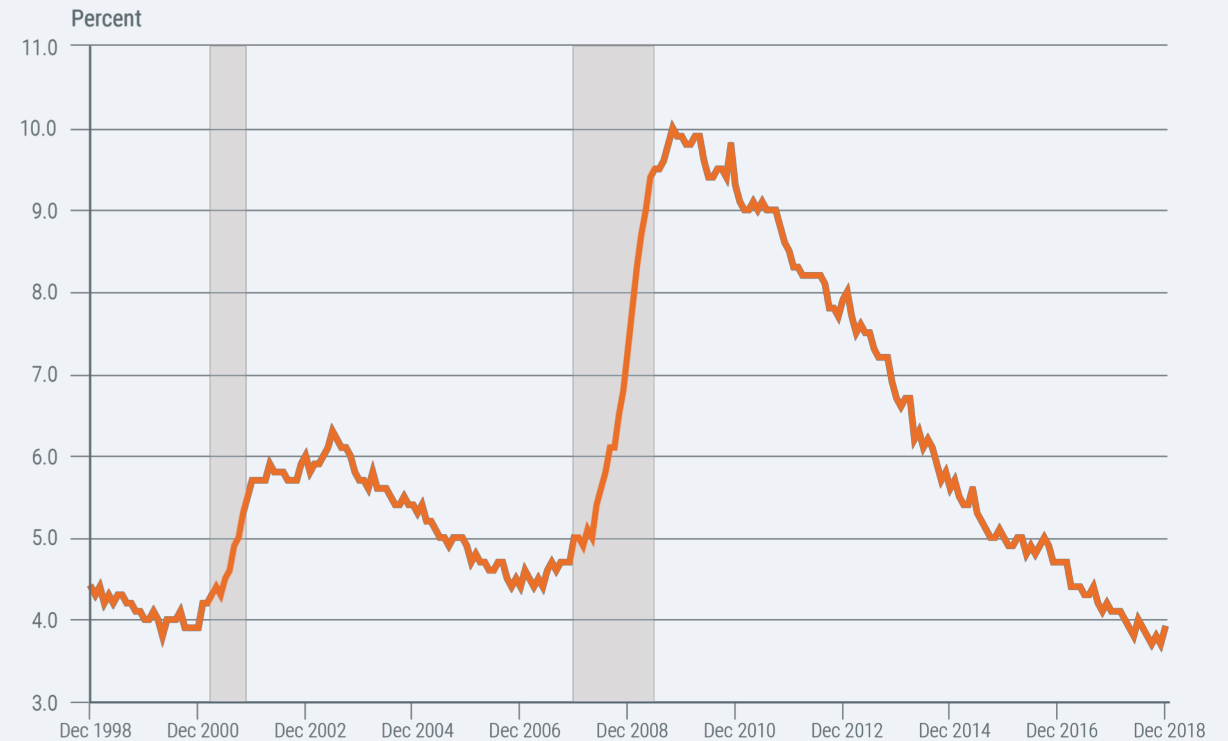
**As we enter 2019, the competitive job market that we all encountered last year remains, and competition for talent is fierce!**

There are many openings where the demand for new talent significantly outweighs the talent supply.

Unemployment is a global dilemma as business needs increase. **However, advancements in digital technology are rising to the challenge** and are attributed to a decrease in the unemployment rate for advanced countries.

In the US, there were approximately 312,000 jobs created during December 2018. According to the Bureau of Labor Statistics, **the national unemployment rate elevated a little to 3.9 percent.** Industries such as healthcare, food services, construction, manufacturing and retail saw an increase in employment.

## Civilian unemployment rate, seasonally adjusted



Note: Shaded area represents recession, as determined by the National Bureau of Economic Research.

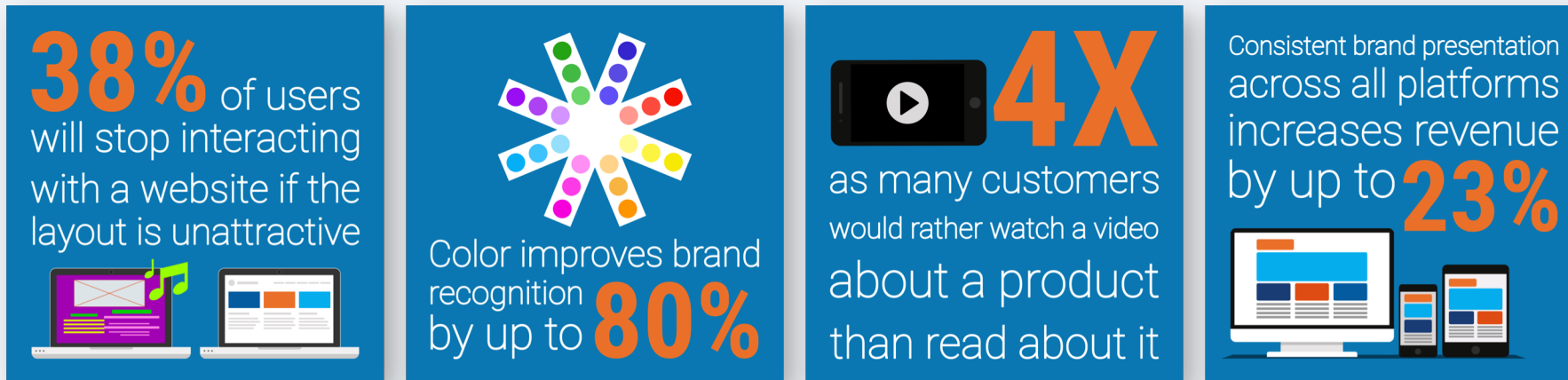
Source: U.S. Bureau of Labor Statistics.

# It's Not Just the Job Seekers that are Competing, *it's Organizations Too!*

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All things considered, job seekers are not the only ones competing for jobs. Your talent acquisition team is also competing for top talent. You want the best people for the job and **so does your competitor**.

With such high competition, **it is imperative that your organization stands out**, both with branding and marketing, to make the opportunity look appealing.



## Active vs. Passive Job Seekers

**Digital technology has changed the way job seekers find job opportunities**, for many reasons. There are two types of job seekers today. First, there is the **active job seeker**, the one who peruses for the latest openings on job boards, social profiles, typing in keywords on search engines, or looking directly at an organization's Applicant Tracking System.

Second, there is the **passive job seeker**, which are the ones recruiters work diligently to find. While they are not actively looking, the right message could sway a passive job seeker to want to learn more about an opportunity.

Given the current unemployment rates, **active seekers are few and far between**. In order to catch any interest to your open positions, **your employer brand, in addition to the job responsibilities, is what will "reel in" the right catch**.



## Video Job Ads Will Help Your Organization Stand Out



**A short, 60-second video job ad can show & tell your story.** They say that a picture is worth a thousand words. Forrester Research says that 60 seconds of video is worth 1.8 million words!

With color, music, a captivating voiceover that gives the viewer job details, text graphics that display highlights of the job, and high quality footage and images, the **candidate gets a much clearer picture than he or she ever would by reading a paragraph of text.**

A matter of fact, job seekers learn and **retain 60% more information** while watching and listening versus reviewing text.

An employer branding video is presented to a candidate BEFORE the interview and displays your company, your culture, what you do, what your environment looks like, and what to expect. **It gives a feeling and a first impression.** First impressions only present themselves once, so **you want your first impression to not only be superior, but also genuine and authentic.** An employer branding video will achieve just that.

# Video Job Ads Penetrate Social Media

As the cost of job boards increase, social sharing is at an all-time high. The best part? **It's free advertising!**

When it comes to sharing content on social media, **video increases engagement and views**. Here are a few statistics to consider:



- 45% of people watch more than an hour of Facebook or YouTube videos a week ([WordStream](#))



- Snapchatters watch 10 billion videos a day ([AdWeek](#))

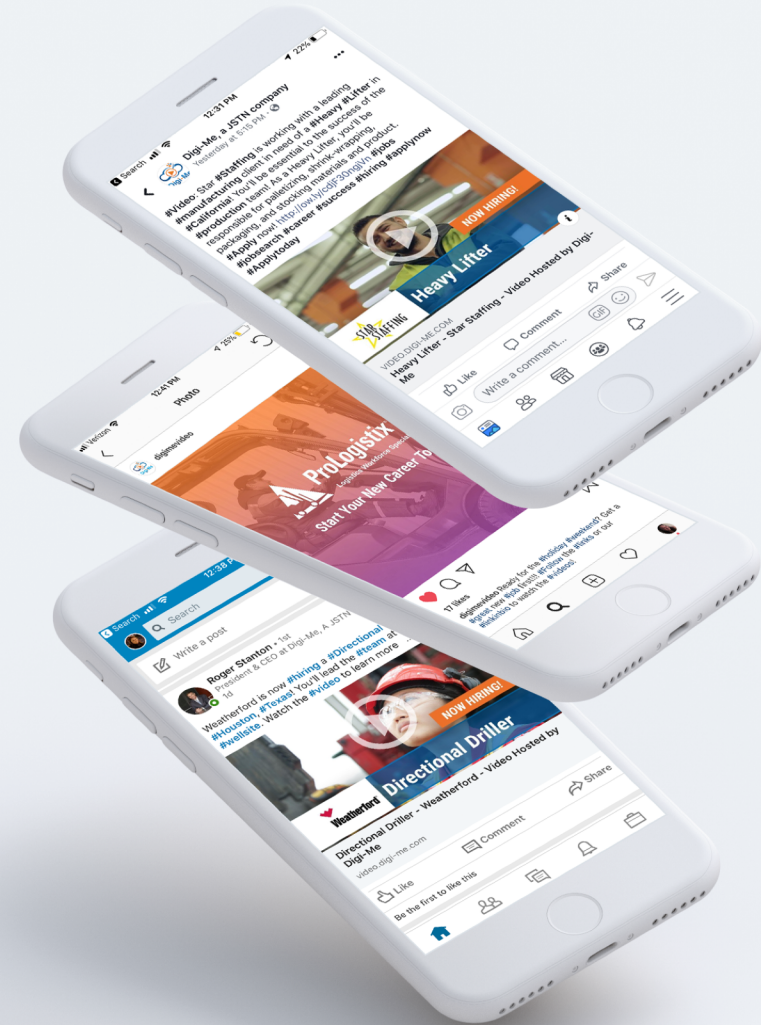


- 82% of Twitter users watch video content on the platform ([Bloomberg](#))



Job opportunities shared by authentic people lends credit to the company and its culture. Also, **posting one time stays forever**, unlike paying for an advertisement that will expire.

Social sharing and video will also boost the SEO of your job openings. Video is an engagement tool, keeping the viewer on your page longer and encouraging a potential applicant to click on your webpage or job requisition.



## Let Your Candidates Do the Work *by Sharing!*

**Social signals, such as tweets, retweets, pins, likes, shares, and others, help with improving SEO for video job ads.** When a job video is shared and viewed on multiple platforms, it helps in building quality backlinks. This helps in increasing your job video's social relevance and domain's strength, **resulting in better SEO!**

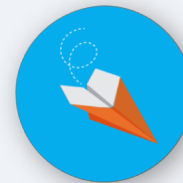
Your organization's social presence is vital to your business and potential growth in a digital age. Remember that **candidates research the company that they want to apply to** and will be looking at the company's social postings.

Lastly, **social media is key to finding niche talent for niche industries**, by skills and by location, particularly by leveraging group discussions and utilizing hashtags.

## Job Video Case Study: *Sales Representative*



**10,890**  
Total Views



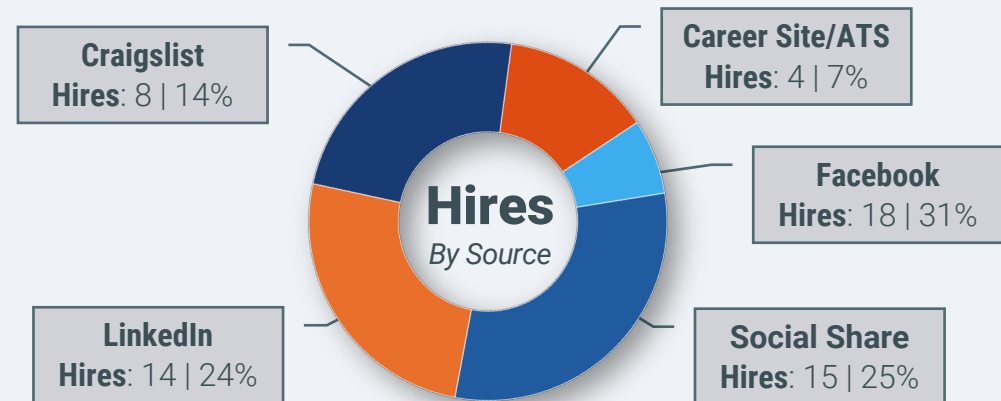
**1,113**  
Total Applications



**59**  
Total Hires



**6**  
Month Time Frame



# Video Job Ads Reduce Cost Per Hire and Offers a Better ROI

With today's technology, data is readily available for almost anything, and **it is imperative that you track the effectiveness of your recruitment efforts.** Incorporating metrics into your hiring process, like the conversion rate of applicants to interviewers or job posting views to applies, you can determine **what methods are really helping you find candidates.**

Digi-Me's professional-quality video solutions include the latest cloud-based tracking technology for **up-to-the-minute reporting on candidate behavior, as well as automatic integration into your ATS.**

We provide intelligence on where your candidates are coming from, including detailed information on social sharing! **Tracking will allow you to have insight into where your job videos are being shared** and what niche pools you are reaching through social media, blogs, discussion groups, and niche job boards.

**Over 60% of Digi-Me's client applicants are coming in through free social sharing** and it is the highest source of hires across our clients roles as well.



"Working with Digi-Me has far exceeded my expectations. By leveraging digital job videos to recruit, we have been able to **extend our reach, find better quality candidates and fill much needed roles for our clients faster. It has given us the competitive edge we needed to recruit in a tight labor market.** Also, the customer service is outstanding! I proudly recommend working with Digi-Me and using digital job videos for your recruiting needs."

**Katie Roth**  
President



"Digi-Me started with creating one job video for us around a CDL Driver position. That has now grown to a host of videos that have really helped us to attract a better quality of candidate. We are now able to see metrics regarding candidates who look at our videos, the amount who apply, and in some jobs, **we are seeing over an 80% conversion rate of candidates who look at our videos and actually apply for the job.** We have seen our quantity of applications grow, we've seen our quality of applicants get better as well, and we've been able to convert these candidates to new hires. We are very thankful for the relationship that we have with Digi-Me, and the extension of our recruiting team that they have provided to us over the years."

**Gina Max**  
Senior Director, Talent Management and Diversity





**Contact us**  
**Digi-Me<sup>®</sup> to Learn More**

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