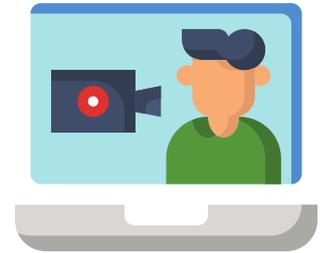


HOW TO AVOID

MAKING ANOTHER EXPENSIVE RECRUITMENT VIDEO THAT FAILS TO DELIVER

CHEAT SHEET FOR PROFESSIONAL TALENT MARKETERS



Recruitment video can be a fantastic addition to your recruitment marketing collateral. Making professional videos is a time-consuming, and expensive exercise. As a talent marketing professional, you must make sure the end product will help convert your ideal talents into your recruitment leads and applicants. Otherwise, your video will eat a big chunk out of your talent marketing budget, yet fail to deliver the intended value. Learn more about this in the [Building a Modern Employer Brand Podcast -episode 48 >>](#)

BEFORE YOU GET VIDEO PRODUCTION ON BOARD:

AS THE TALENT MARKETER, TAKE THE OWNERSHIP OF:



The script for the recruitment video.

While this does not mean you must be an expert in script writing, taking an ownership means you do the preparatory work and make executive decisions about the storyline.



The directing and the editing of the video.

While you should definitely leave filming and editing to those who are professionals at it, directing the cast and participating in the editing of the video help you to make sure the final video follows the intended storyline. What makes a video really costly is reshooting or compromising with a video that fails to inspire action.



The key message & call to action in the video.

Even though the video production company is the expert on all the technical and artistic aspects to a video, the message is delivered in words. The visual elements are there to reinforce the key message and the call to action. Make sure your video has a clear key message and call-to-action..

“
 As an in-house talent marketer or talent acquisition professional, you are the expert of your own talent audiences.
 Be confident in taking decisions and saying no to something that doesn't feel right.
 ”

THE PURPOSE OF A VIDEO SCRIPT

1. Guides the video production team in planning how to use visual & technical elements to communicate the storyline.
2. Is the blueprint the director uses during the filming.
3. Is the blueprint for the cast to rehearse their parts for the filming.

4 ESSENTIAL QUESTIONS THAT NEEDS ANSWERING BEFORE SCRIPTWRITING



Who is this video for?



What is the point this video needs to make?



What will make this video interesting enough to be watched?



What do you want the viewer to do after they watched this video?