

Paiger's guide to

BUILDING AN EFFICIENT CONTENT MACHINE

Paiger 

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CONTENT ISN'T JUST BLOGS

No doubt the first thing you think of when we say 'content' is blogs. The thing is, content is so much more. Blogs actually fall at the bottom of the funnel!

In this mini-guide, we'll cover how to create content that converts – Email, Video & Audio – and how to make it work harder for you.



CONVERSION

START AT THE END

If you're going to start doing content, start at the end and work backwards. Establish your goals:

WHAT ACTIONS DO YOU WANT YOUR AUDIENCE TO TAKE?

WHAT ARE YOU TRYING TO ACHIEVE?

Some example outcomes you could track include:

CANDIDATES REGISTERED

ROLES FILLED

BRAND AWARENESS

CLIENTS CONTACTED

In the intricate landscape of marketing, some things escape tracking, leaving room for intuition and creativity to paint a vivid picture. Brand awareness, for example, can't be tracked down to every granular result, but has long-term gains that will contribute towards shorter-term goals.



Top Tip

Marketers never stop testing!

Have a plan B ready – just in case your efforts don't produce the results you need. Rejig your strategy in alignment with what's working.

CREATION

THE LIBERATING POWER OF RECOGNISING YOUR LIMITS

Fact: Content shouldn't just be made by marketers.

Recognising that you're not the expert in everything is a liberating power that will take your content to the next level.

So, where do you go for next-level content?

YOUR RECRUITMENT CONSULTANTS!

Spending more time with the experts in your company – the consultants – will make your content perform better and help with conversion.

Marketers aren't on the ground in the thick of it every day. Your consultants can pinpoint topics that are hot in the moment, and help to humanise your brand.



Top Tip

Selfies and original photos or pictures yield some of the best results on LinkedIn, and add a far more personalised approach!

FIND YOUR CHAMPIONS

Identify a consultant who is already keen to be on socials and up for being a guinea-pig when it comes to trialling new forms of content.

Not everyone is keen to be on camera – but if you can get your hands on a champion that is up for giving it a go, their results may encourage others to do the same!

Here's how to pinpoint your champion:

01 Who is posting already?

02 Who is happy to be involved?

03 Who could be brought in next?

04 Who is happy with what format? e.g. memes, video, audio etc... Play to their strengths. If you're asking them to do something they feel uncomfortable doing, they'll keep putting it off.



EDITS

MASTERING THE ART OF EFFICIENCY

Be economical on time and money. There is no need for serious edits – especially when it comes to video.

Repurposing your video content is an affordable way for you to create engaging content without overspending. It helps you stretch campaign budgets and maximise your resources.

Here's our top video editing tips:

There's no need for fancy editing. Just get it filmed (over zoom or in person). The content is more important.

Use free sites like YouTube or Vimeo to store a bank of video content that you can repurpose often.

Edit each video down in to snippets that you can then use on socials.

Add subtitles. 80% of people watch video with the sound off.



Top Tip

When interviewing on camera, get the respondent to repeat the question in their answer so that you can edit the question out.

E.g. when asking, how do you find candidates, get them to begin their answer with 'I find candidates by...'

REPURPOSING VIDEO CONTENT

You've got your video. You've shortened it down in to ten or so snippets for socials. What's next?

Email outreach!

Not everyone has email built in to their marketing strategy, but for those who have, email is a great way to repurpose video content.

Here's some ways to incorporate video in your emails:

NEWSLETTERS

STANDALONE CAMPAIGNS

NURTURE JOURNEYS

COLD OUTREACH

Finally, we come on to blogs. Transcribing the video into a blog using AI tools or written up manually, gives another stream of content from your original video.

We already know that blogs have many SEO benefits, including:

INCREASED WEBSITE TRAFFIC

IMPROVED RANKINGS

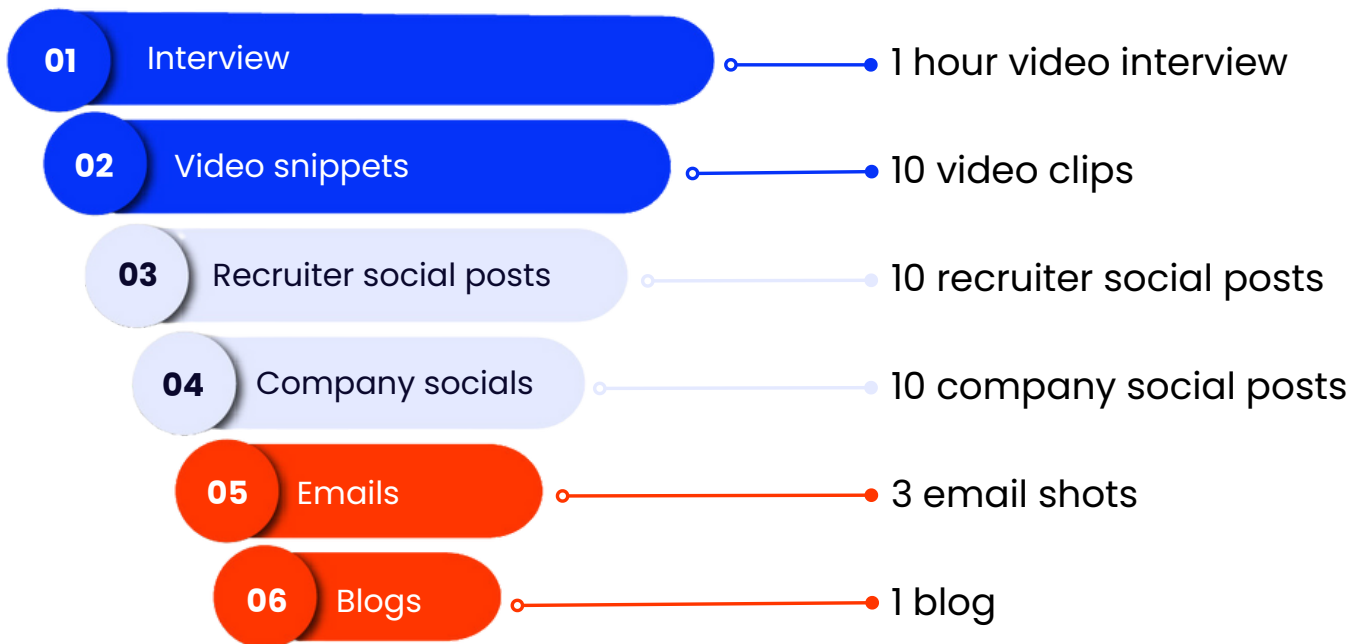
IMPROVED ENGAGEMENT

KEYWORD OPTIMISATION

Get the consultants to then share the blogs, giving the content the extra reach it deserves.

SUCCESS BREEDS SUCCESS

Here's an overview on how you can extend the life of your content and broaden your reach simply by repurposing one video:



As long as you have your champion, you will eventually get the buy-in of other consultants. As soon as they see the success your champion is getting, they'll want a piece of the pie too!



Our final top tip:

DO MORE WITH LESS

Making Recruiters Smarter and Faster.
Paiger helps recruiters build personal brands, identify new business opportunities, attract candidates, and have better conversations.

 [linkedin.com/company/paiger](https://www.linkedin.com/company/paiger)

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