



VISUAL JOB MARKETING THAT WORKS!

# VIZI 101: HOW TO USE A VIZI

By Joe O'Connor, CEO

# THE VIZI FORMULA RESULTS IN MORE MISSION-ALIGNED, QUALITY CANDIDATES—FASTER.

A VIZI does much more than pretty-up your job description. In addition to delivering world-class employer branding and extraordinary candidate experiences, VIZI allows organizations to tell their unique stories to differentiate in the marketplace.

*When you follow our proven VIZI Formula, you will attract, engage, and inform qualified candidates.*

## 1 POST ON SOCIAL MEDIA

**VIZIs used on social media experience a 100% lift in engagement compared to a text link.**

VIZIs instantly light up social media channels by featuring an engaging image along with the job title, company, location, and logo. These experiences are automatically created for each position, so post these first-class ads often to attract active candidates, passive candidates, and potential customers of your products and services.

## 2 POST ON JOB BOARDS

**The VIZI Formula achieves a 4X apply-start rate that significantly improves job board performance.**

Our patented approach on job boards helps improve effectiveness by positioning your VIZI early in the candidate journey. You will extend your brand reach while driving up engagement with your VIZI.

## 3 LAUNCH YOUR EMPLOYEE SHARING NETWORK

**VIZI clients report an average 50% increase in employee sharing and referrals.**

Employee referrals remain the most effective and trusted source for quality hires. With VIZI, employees are more likely to showcase open positions on their personal social media pages, instantly increasing awareness, and attracting candidates.

## 4 TEXT & EMAIL

**VIZI clients report a 95% open rate when texting a VIZI to candidates.**

VIZIs are mobile optimized to appear brilliantly on smartphones, tablets, and desktops. Engage passive candidates with personal outreach, and impress passive candidates with a world-class ad for your open position.

## 5 OPTIMIZE YOUR CAREER SITE

**VIZI clients report a 400% increase in engagement when VIZIs are included on their career sites.**

There are a variety of ways that VIZIs can be incorporated into the candidate journey on your careers site. Our team will review your current set-up to provide easy ways to introduce the VIZI experience with your existing HR tech.

## 6 PERSONALIZE TO INCREASE ENGAGEMENT

**VIZI clients see 140% lift in time spent exploring a job description.**

VIZIS can be personalized at five different levels to increase the time a candidate engages with the information. Including a variety of images and rich media will deliver an authentic look into the culture, organization and specific role, ultimately driving more mission-aligned candidates into your pipeline.

Interested in learning more?  
Contact us at 1(800) 681-9654



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