



VIZI

THE POWER OF VISUALS IN DRIVING RECRUITMENT RESULTS

By Joe O'Connor, CEO

VISUALS HAVE THE ABILITY TO SPARK AN INSTANT EMOTIONAL CONNECTION IN A MATTER OF SECONDS.

There have been countless research studies conducted that break down the power of visuals and the human brain, how they are processed, and their ability to tap into emotion and foster comprehension.

Nearly all forms of advertising and media are visual for these very reasons. Print advertising has harnessed the power of visuals to sell products and influence consumers since newspapers and magazines began to gain popularity in the 16th and 17th centuries. In today's digital age, social media was built around images, photos and digestible content to connect people to one another virtually and create authentic connections - even from millions of miles away.

As recruitment efforts and companies continue to embrace a more virtual way of working, the power of visuals has become the key piece that effectively communicates culture, fosters engagement and creates authentic connections with quality talent.





VISUALS MAKE COMMUNICATION SIMPLER AND MORE MEMORABLE

We know that job seekers are not spending valuable time reading lengthy text-based job posts that are difficult to comprehend. According to an article from [ERE](#), applicants spend an average of 40 seconds or less reading job descriptions before submitting their resume. They are quickly skimming job posts for keywords but aren't taking the time to truly discover if the company and position is right for them. This often leads to a large quantity of applicants, but very few who are right for the job.

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Stand out and get your key points across in a clear, concise way by only calling out the most important elements of the position and its requirements. Reevaluate your job post and hone in on what skills, attributes and requirements you want the candidate to know when they are submitting an application so those can be highlighted.

Complementing key points with icons, or even using photos to visually illustrate your employer brand - versus writing a paragraph about it - can speak a thousand words and resonate quicker as the candidate skims your post to see if the job is a good fit.

- Information presented in visuals are processed 60,000 times faster than text so *that candidates can instantly understand the position you're recruiting for.*
- Of all information transmitted to the brain, 90 percent is visual, which means the majority of your content should be presented in this format.
- The brain can process a visual scene in less than 1/10th of a second.



VISUALS ACT AS A STIMULATOR FOR EMOTIONS

Connecting with candidates virtually and standing out amongst competitors in this highly competitive job market is a challenge. Visuals are proven to immediately spark emotion, leading to a sense of connection, curiosity and understanding that your company is a good fit for them. When visuals lead your recruitment strategy, they help to create deeply engaged candidates who are driven to apply or learn more about the position and your company.

As [FORBES](#) points out, today's consumer makes most decisions based on emotion rather than logic, and connecting with candidates is no different. Ensure the creative image portrays a simple and clear message, emphasizes the benefit for your users and expresses an authentic message that is fresh, relevant and establishes a relationship.

Appealing to human emotion is always a great way to showcase the personal side of your company. Are there passion projects or community giving missions your business focuses on? Integrating more visuals that spark an emotional investment and connection with candidates can help to attract those who are passionate and loyal.

“Images that feature people tend to do better in terms of engagement, since we feel more connected.”

Forbes

- Emotions and visual information are processed in the same part of the brain, which creates a faster and stronger reaction than text.
- Powerful images create strong impressions and lasting memories, *which proves powerful when recruiting passive, high-quality candidates.*



VISUALS DRIVE MOTIVATION

Adding visuals into your recruitment marketing and job descriptions has proven to increase action and motivation among candidates. Visuals make a lasting impact with potential candidates. The emotional connection paired with the quick comprehension presents the best opportunity for engagement.

- Images, videos and infographics are more captivating and draw attention, *allowing you to stand out amongst competitors and messaging that all look and sound the same.*
- Visuals stick in long-term memory and impact emotion, *which drives desire and engagement in candidates to apply for the job.*



VISUALS IMPROVE COMPREHENSION

The more a candidate comprehends the job position, responsibilities and skill set, the likelihood of a more thoughtful review and subsequent application increases. Ideally, candidates who realize they aren't a good fit for the position will self-select out, which saves you more time and resources in reviewing only relevant applications.

- Images stimulate the imagination and positively affect cognitive capabilities through emotions, *enabling candidates to picture themselves working for your organization.*
- Visuals stretch the human bandwidth, the capacity to take in, comprehend and analyze new information, *resulting in a more informed, serious candidate review of the job and your brand.*



VISUAL JOB DESCRIPTIONS ARE HERE!

ARE YOU READY TO USE VIZI AS PART OF YOUR RECRUITMENT STRATEGY?

Contact us today to schedule a demo.

[SCHEDULE A DEMO »](#)

[VIZIWORKS.COM](https://www.viziworks.com)

+1 (800) 681-9654 | INFO@VIZIRECRUITER.COM

