

How to Extend Your Brand to Recruiting and Act More Data Driven

Florian Heinemann | Hiring Success | 20 September 2018

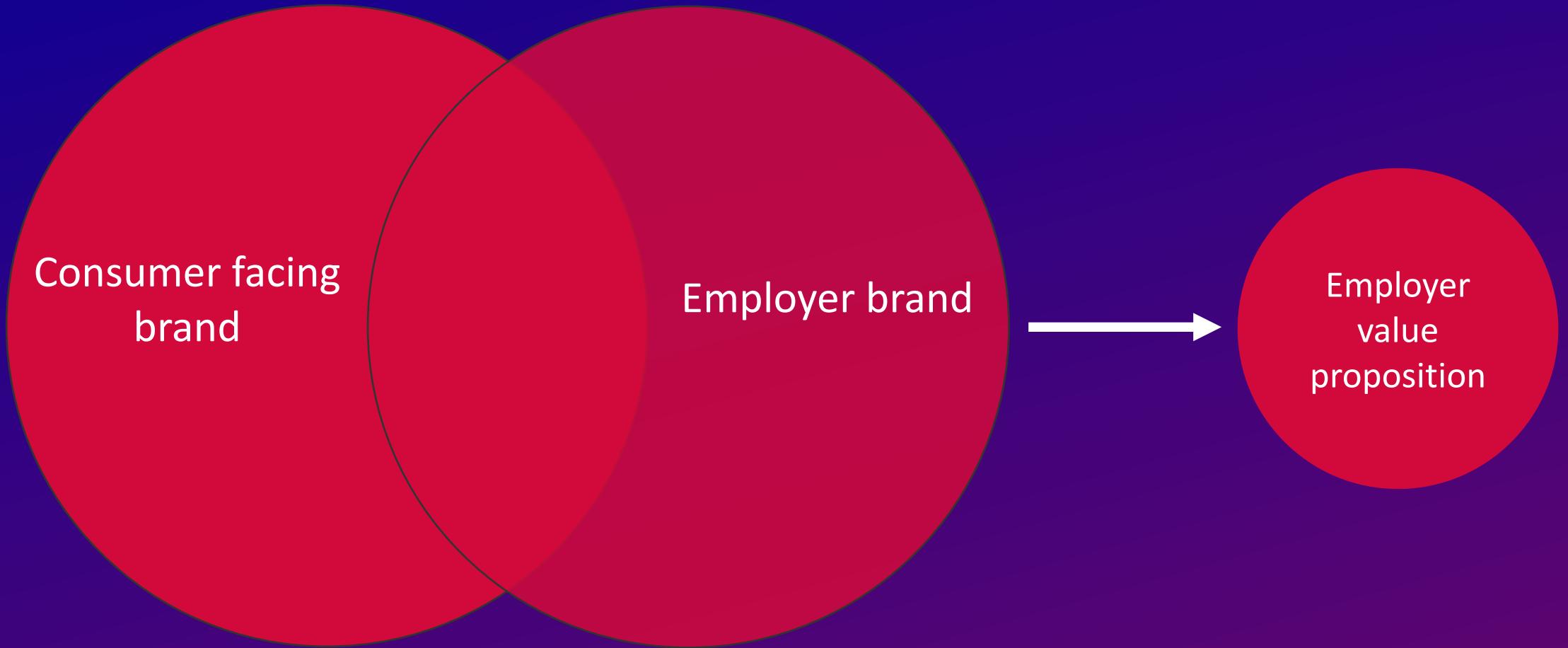
Project A in a Nutshell

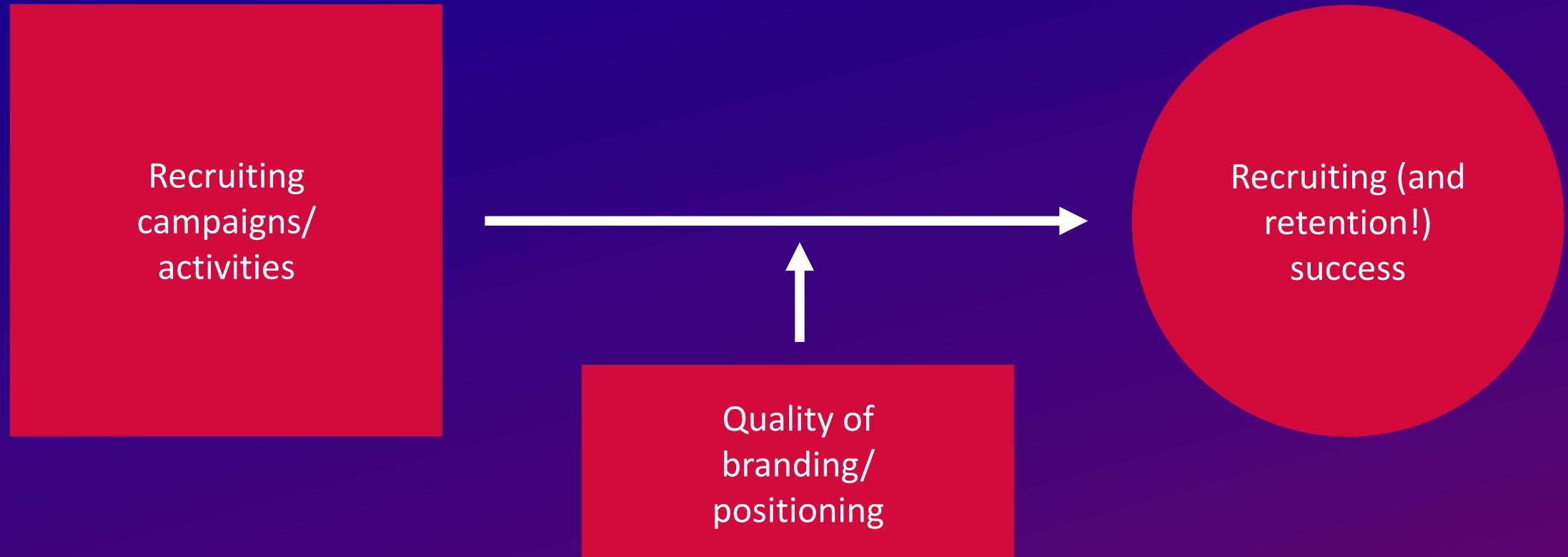
- 1 International venture capital firm headquartered in Berlin.
- 2 Focus on early stage digital businesses.
- 3 260m EUR under management across three funds.
- 4 50+ investments with a focus on Europe.
- 5 True value add investor due to Operational VC approach.

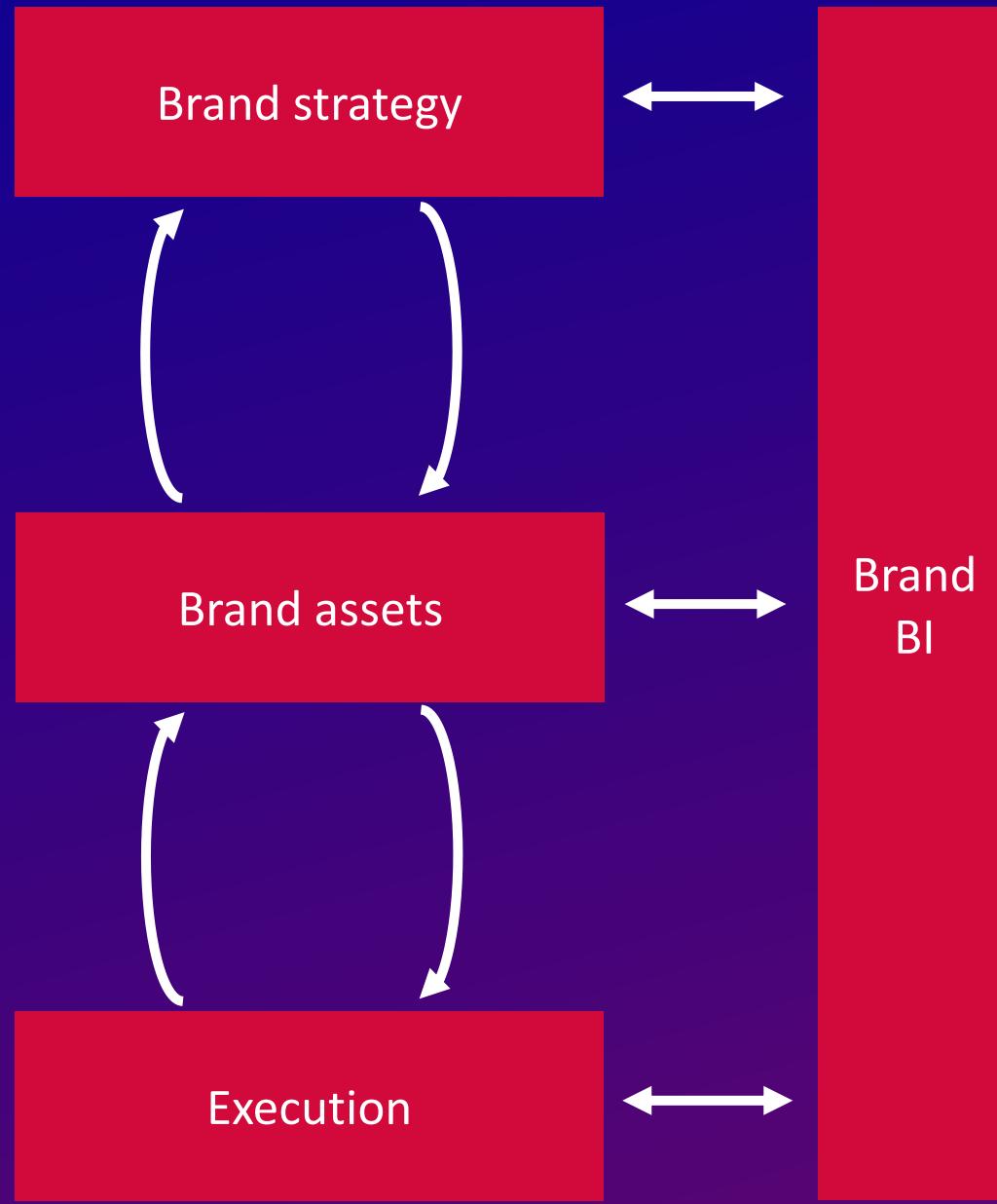


(1) How to be consistent/complementary and relevant in terms of your (employer) branding?

(2) How to develop a better/more data-informed understanding of recruiting?

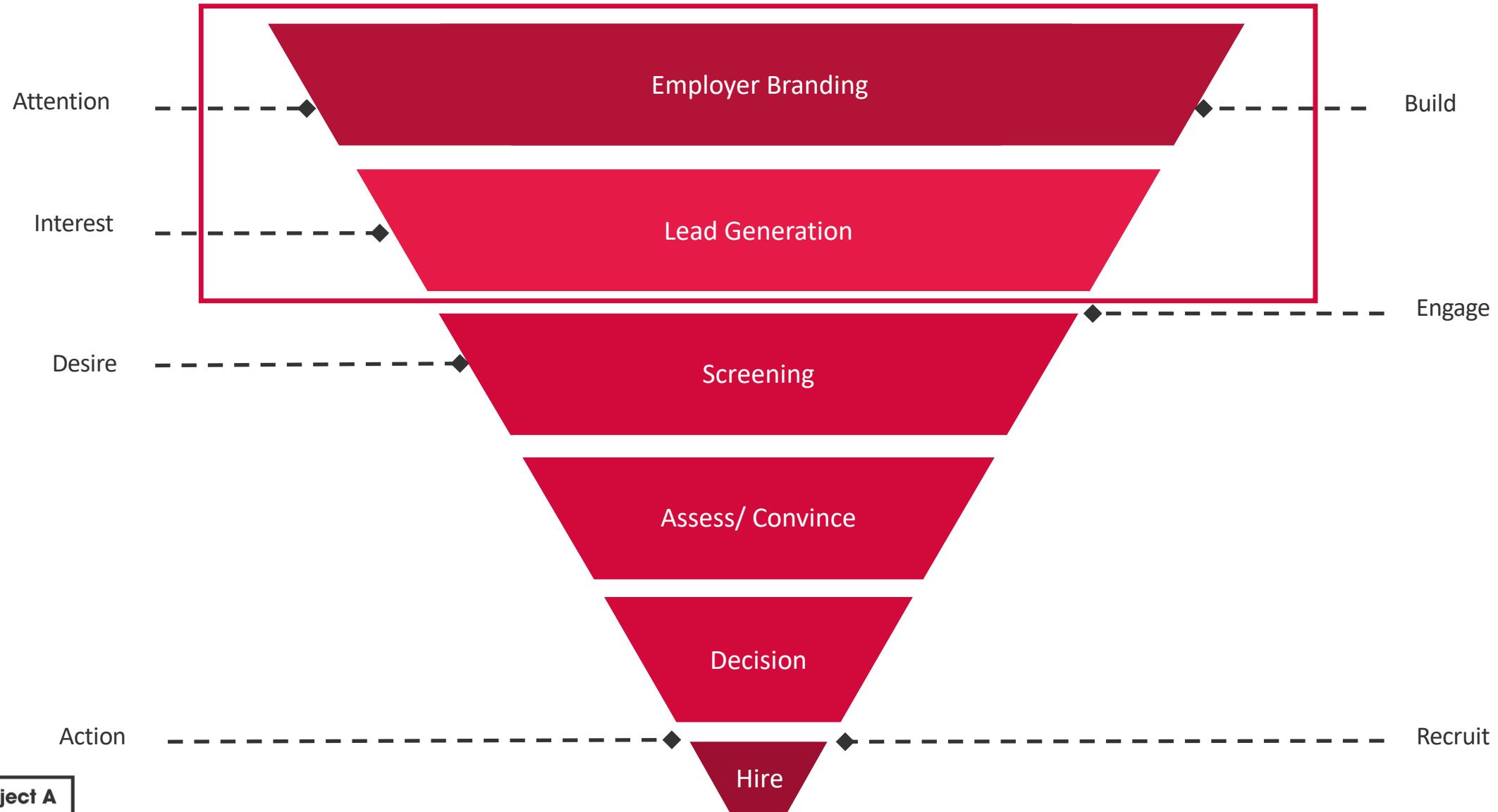






An Analogy to the B2C User Funnel Helps to Conceptualize Recruiting in A Different Way

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Internal Brand Check

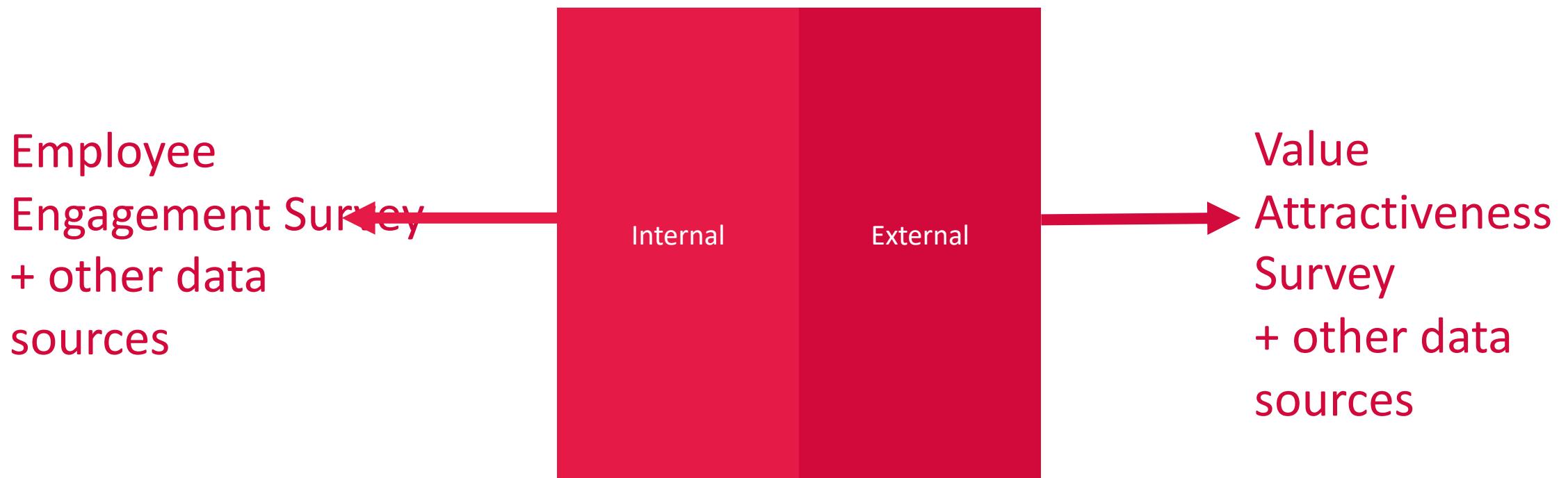


EVP



External Brand Check

Data-informed Employer Branding



But having systematically established an employer branding/employer value proposition – how do I become more efficient and effective in my recruiting efforts?

First touchpoint

Last touchpoint

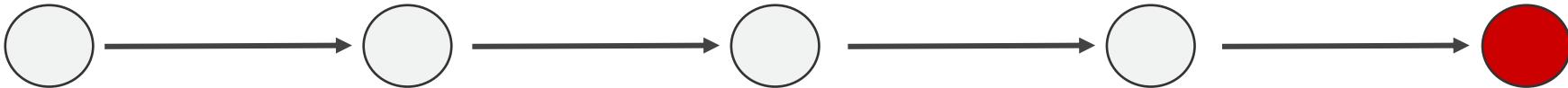
Most important
touchpoint

Attribution Model

Example - Customer Journey

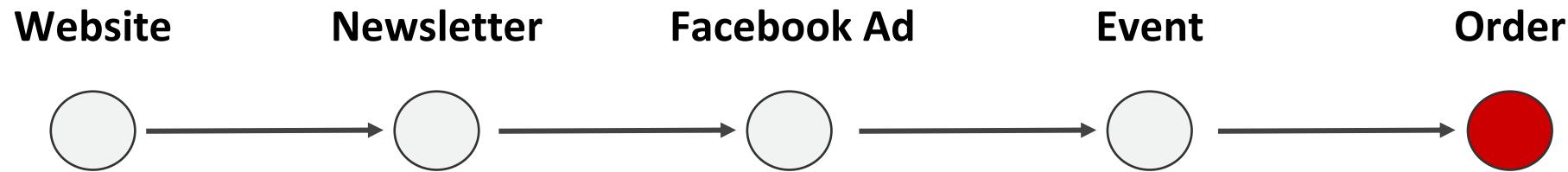
Example: Customer Journey in Marketing

Website Newsletter Facebook Ad Event Order

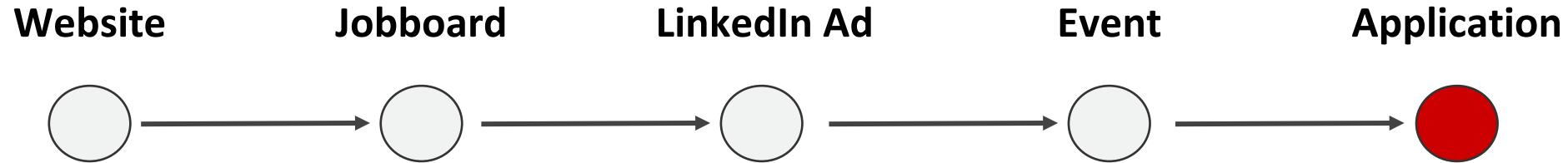


Example - Customer Journey

Example: Customer Journey in Marketing



Example: Candidate Journey in Recruiting



Touchpoint Tracking Survey

18

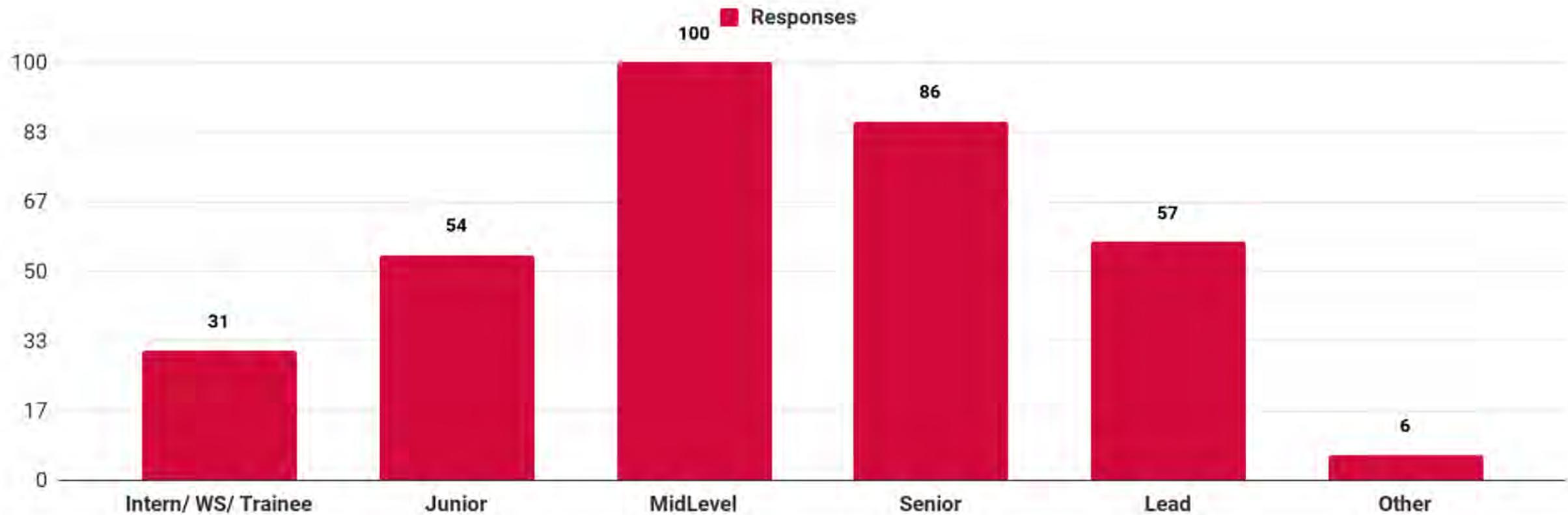
Portfolio Companies

334

Responses

Seniority Level Distribution n = 334

What is your seniority level?



Overall Results

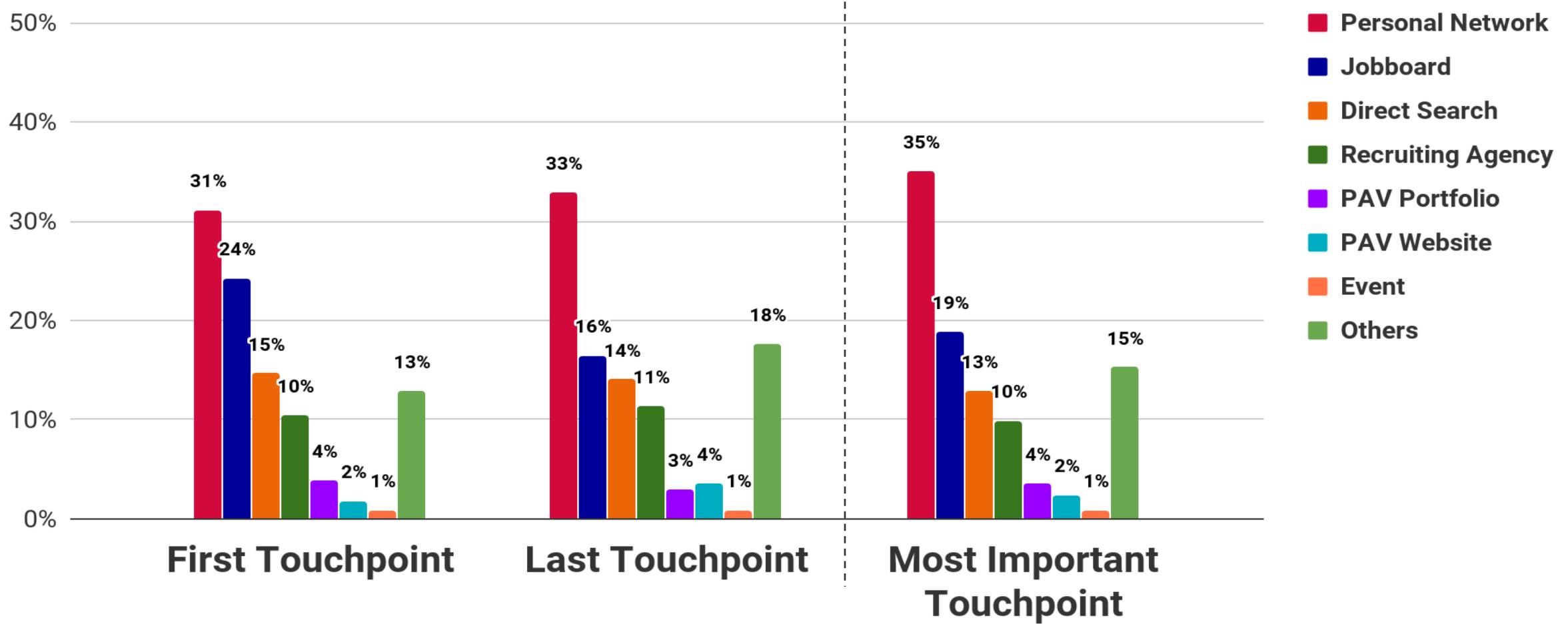
Overall n=334

What was the first/last/most important touchpoint before applying? Answers in %.



Overall n=334

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Overall n = 334

What was the first/last/most important touchpoint before applying? Answers in %.

Channel	First Touch Model
Personal Network	31% 
Jobboard	24% 
Direct Search	15% 
Recruiting Agency	10%
PAV Portfolio	4%
PAV Website	2%
Event	1%
Other	13%

Overall n = 334

What was the first/last/most important touchpoint before applying? Answers in %.

Channel	First Touch Model	Last Touch Model
Personal Network	31% 	32% 
Jobboard	24% 	16% 
Direct Search	15% 	14% 
Recruiting Agency	10%	11%
PAV Portfolio	4%	3%
PAV Website	2%	3%
Event	1%	1%
Other	13%	18%

Overall n = 334

What was the first/last/most important touchpoint before applying? Answers in %.

Channel	First Touch Model	Last Touch Model	Linear Touch Model*
Personal Network	31% 	32% 	34% 
Jobboard	24% 	16% 	24% 
Direct Search	15% 	14% 	15% 
Recruiting Agency	10%	11%	11%
PAV Portfolio	4%	3%	4%
PAV Website	2%	3%	3%
Event	1%	1%	1%
Other	13%	18%	9%

Track And Compare Costs Per Channel

Channel	Cost per Hire (Jan. 2017 - Dec. 2017)*
Internal Referral	3.000€
External Referral	3.500€
Direct Search	5.000€
<u>Jobboards</u> (e.g. Stepstone, Indeed etc.)	4.500€
Other Channel	4.200€

Assess Value of Channel in Terms of Fluctuation

Channel	Fluctuation in % (Jan. 2017 - Dec. 2017)*
Internal Referral	40%
External Referral	60%
Direct Search	70%
Jobboards (e.g. Stepstone, Indeed etc.)	90%
Other Channel	60%

Contact details



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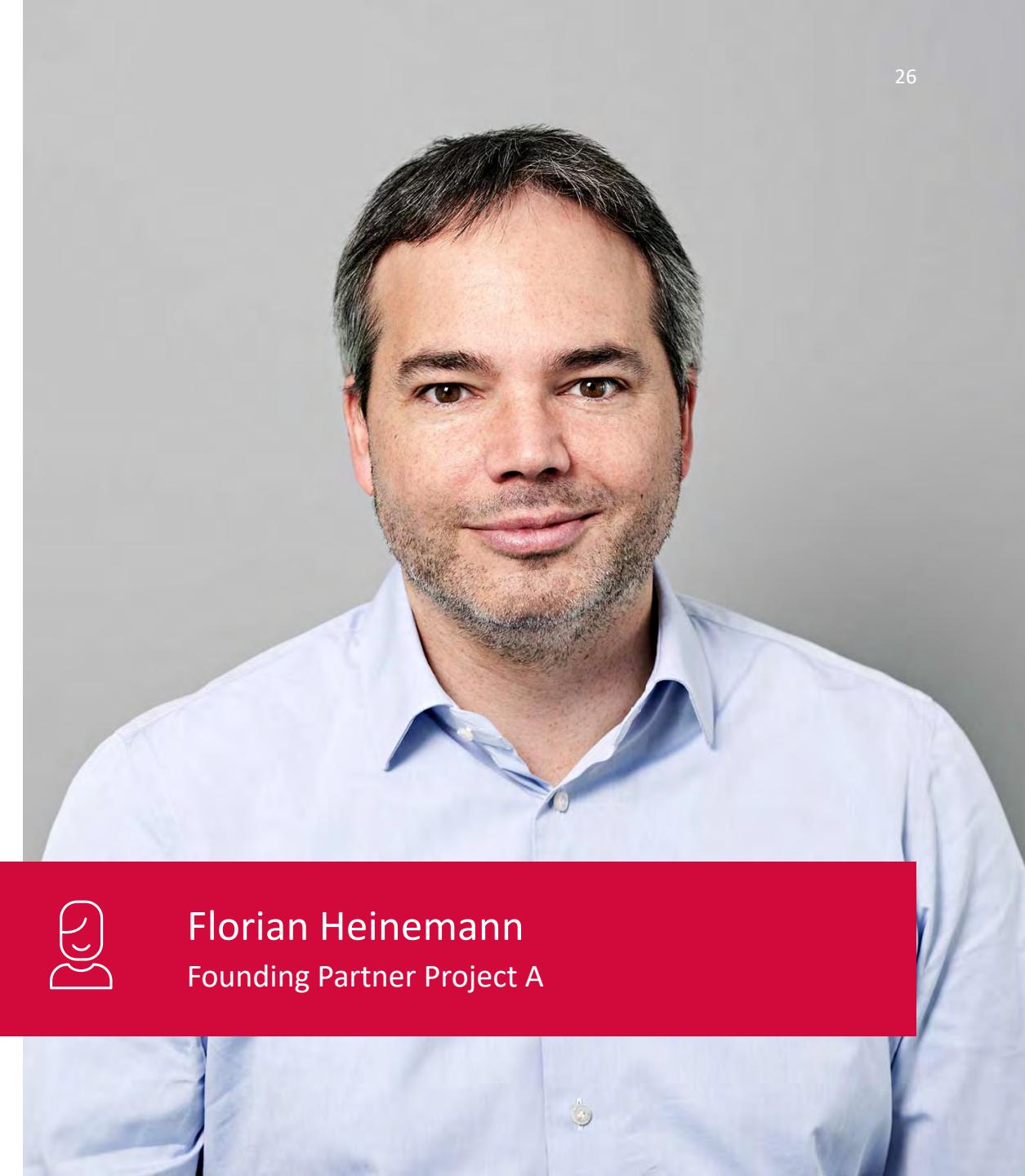
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