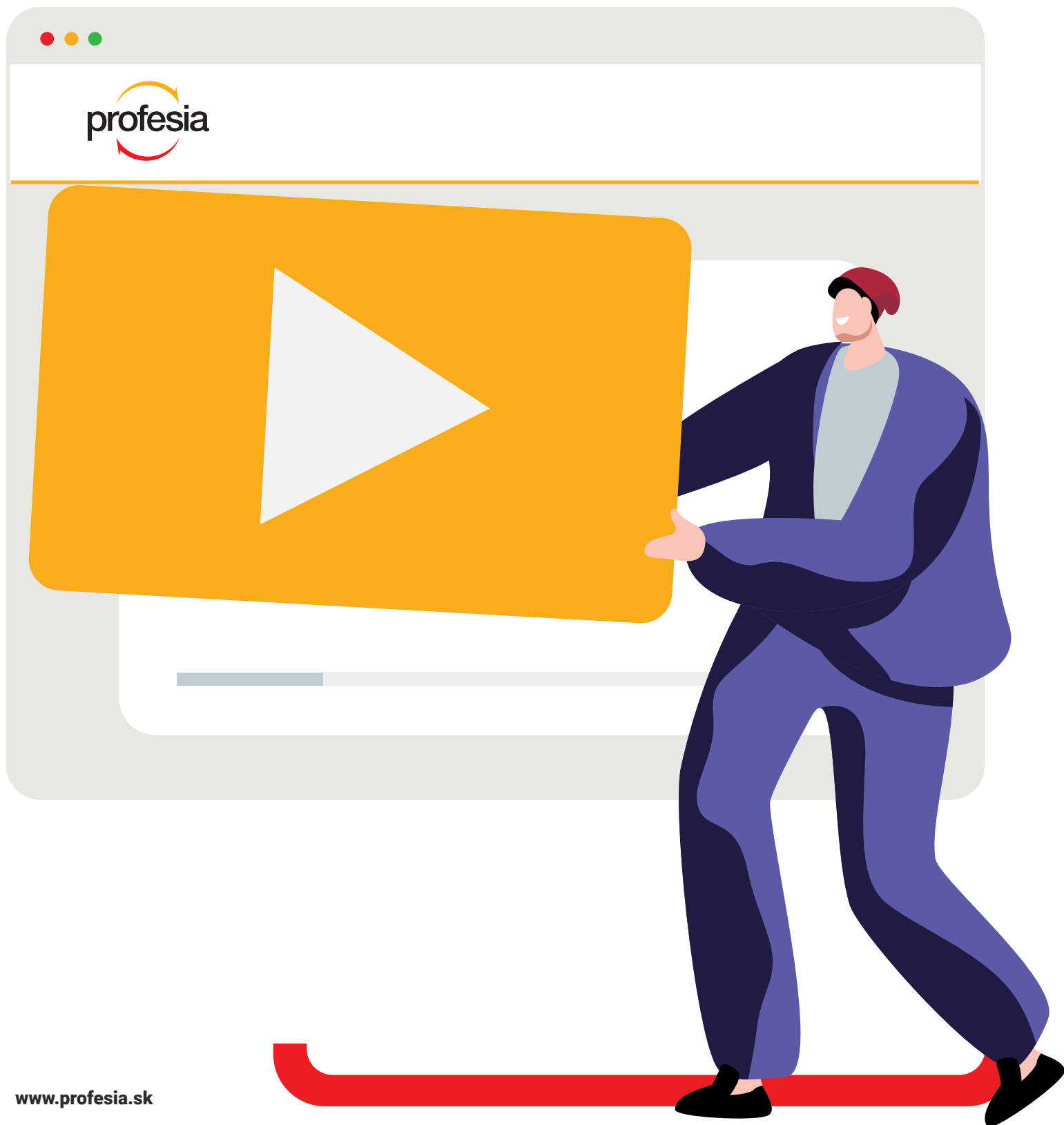


# Video

Tell your company's story  
with a video



**People have recently gotten used to consuming content visually. 85% of online shoppers use product videos to help them decide. Bet on the same strategy in your hiring process and add a video presenting your company to your job ad. How to make a hiring video successful?**



### **Be authentic**

Let your own employees talk – it can be a CEO or colleagues from various departments. Show your own office spaces, secret corners of your company or places where employees relax. Make it easy for job seekers to imagine how working for your company would be and what the atmosphere in your company is like.



### **Differentiate from competitors**

Video is a modern communication tool which works best when speaking to a younger audience and for anyone who doesn't like reading long texts. It's a way how to show your company's values and vision and how to stand out from your competitors.



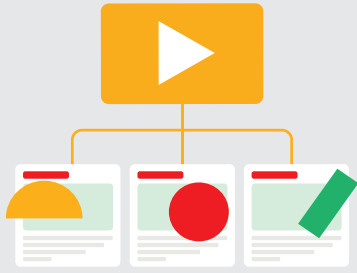
### **Seeing once is better than reading five times**

Introducing your company in a short video is more effective than writing long paragraphs. People can remember 95 % information from a video and only 10 % from a text. More importantly, a good video can create an atmosphere, that will make people want to work for your company.



### **The longer the video, the less people will finish watching it**

Be careful with the length of your video. We suggest making more variations with different lengths, that can be used for various purposes. For a job ad, your video should not be longer than 5 minutes.



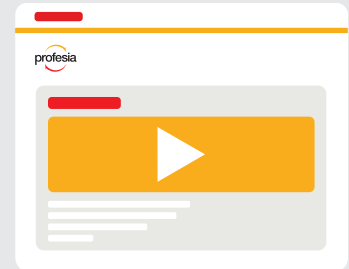
## Where will your video be displayed?

Your video will be displayed in every job ad you post on Profesia.sk.

## Where is the right place for your video?

User testing told us that people tend to read job ads in the shape of an F letter. We suggest you put your video in the upper half of your job offer, where it will be most noticeable.

The average length of your branding video should be around 2 minutes. It can vary, depending on the content, however the video should not be longer than 5 minutes.



## What do we need from you?

Just publish your video on YouTube and send the link to us. That's all.

**„Your company promotional video can be creative, fun and emotional. These are the ones that connect most with its audience. Your video should come from your company values and be authentic. What works in successful videos are real employees and office spaces, everyday situations or on the other side, you can try something out of the box, eccentric or creative.“**



**Peter Nagy**  
Branding Specialist  
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