



tspSTORYTELLER

prologue:

tspSTORYTELLER is the provision of strategy, messaging and the delivering of creatives to our clients by TSP's Brand & Marketing team. Our goal is to engage top talent and enrich the candidate experience on your behalf, through customizable solutions that help grow your organization. Our goal is to drive your brand through our creative content, while attracting candidates through proven recruitment marketing techniques and engaging them with your story. Our designs and catchy copy support recruiters in finding the right talent at the right time.

ch. 1:

evp accelerator

A young organization moving quickly, may not have the luxury to spend a year in marketing R&D to conduct large and time-consuming focus groups to understand what makes the brand and culture unique. We can provide you a fast-tracked R&D opportunity, while still pulling driving employee and company themes, values, and brand nuances that can carry your story to market. Your brand will continue to develop as your story unfolds, but EVP Accelerator gives it a strong footing, fast.

ch. 2:

recruitment marketing playbook

A detailed guide of best practices and directional steps for recruiters to share your story and opportunities with targeted candidates. Includes:

- Social media strategy
- Brand ambassador guide
- Infographics, video ads and copy templates

ch. 3:

candidate engagement portal

Is a hub of information about the client brand, its culture, interview process information, and more. Includes:

- Catchy attraction language
- Creative visual aids
- Highlights parts of your story that candidates care about the most

our process

First, we uncover what makes your brand unique,



then create a plan to share your story.



Next, we gather messaging and digital brand assets,



and create the narrative that will attract top talent.



Finally, your story is shared through a multi-channel approach.



epilogue:

We believe a collaborative partnership where creatives meet recruitment subject matter experts, is the formula for the best storytelling methodology and presentation to deliver excellence to the candidate experience while connecting candidates to your opportunities. Utilizing tspSTORYTELLER is a **differentiator** for your recruitment process, positioning your brand as a brand that cares about candidates in a special way.



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