



# Spectrum Recruitment Case Study



CASE STUDY: ISSUE

Spectrum was looking for opportunities to get in front of job seekers and high-skilled technology professionals **to attract and recruit** new talent.



**Their challenge** was figuring out **how to attract and recruit talent** knowing that the ability to engage talent is rapidly changing and the U.S. was experiencing a labor shortage.

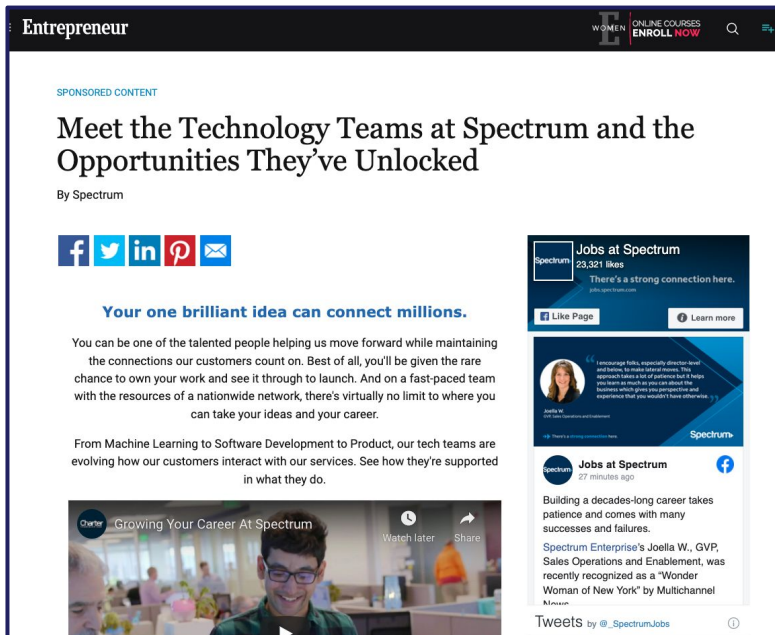


**Through August 2021,  
the number of available  
jobs in the U.S.  
exceeded the number  
of available workers.**



Making Nativo's storytelling platform the ultimate partner to **find new ways to engage talent – getting to them before they even consider a career change.**

# Built a content strategy around educating prospects & job seekers about Spectrum's core values, social causes, benefits, and career specific content utilizing Nativo's proprietary Native Article and retargeting with our Native Display format



CASE STUDY: IMPACT

**359**  
Job applications following a 2-month flight

**15**  
New hires

**77%**  
Average time spent on content above industry benchmark



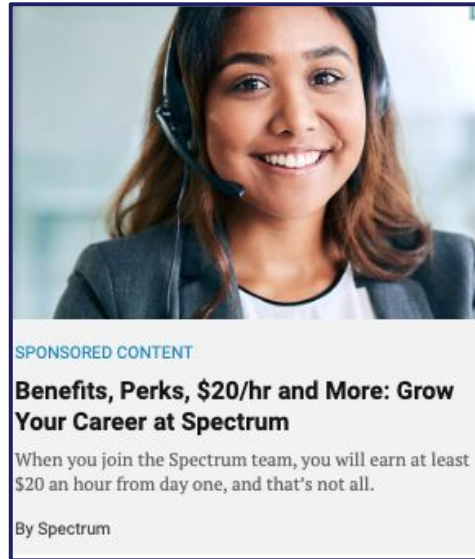
# Nativo was also able to drive significant improvement of Spectrum's brand name and perception in market

Spectrum specifically called out Nativo's traffic spends the highest amount of time on their site



200%

Headlines that mentioned "Spectrum" drove a 200% lift in CTR quarter over quarter



72 secs

Amount of time spent on career site from audience who read Nativo content  
*Compared to their average benchmark of 60 seconds*



# Including **interactivity**, **employee perspectives** and **multiple click-outs** drove a **77% lift** in time spent with content

## Videos & Slideshows

Allows for a more user-friendly experience and **encourages job seekers to dive deeper** into areas they find appealing

Rich visuals and diverse imagery complement and **enhance the story**, which translates well across devices

## Weaving in Employee Voices

Creates **a more personable experience** and enables prospects to **gain insight** into life at Spectrum

Inspiring content helps **prospects envision themselves growing** with the company

## From Education to Action

Including multiple click-outs throughout both articles **provides job seekers opportunities to learn more** about a career field that appeals to them specifically







We're thrilled with **the instant impact the Nativo campaign has had on job applications and hires**, especially considering that this was primarily an awareness campaign, with the secondary goal of driving applications on our site. You all have been an absolute pleasure to work with!"

*Senior Director, Employer Brand & Social Media,  
Spectrum*

The screenshot shows a web page from Entrepreneur.com. At the top, the Entrepreneur logo is on the left, and navigation links for 'WOMEN', 'ONLINE COURSES', and 'ENROLL NOW' are on the right. The main article title is 'Meet the Technology Teams at Spectrum and the Opportunities They've Unlocked' by Spectrum. Below the title are social media sharing icons for Facebook, Twitter, and LinkedIn. A sub-header reads 'Your on...' followed by a paragraph: 'You can be one of the connection chance to own yo with the resource'. Below this is another paragraph: 'From Machine Le evolving how our'. A small graphic shows 'Charter Growing'. To the right, a smaller version of the article is visible, titled 'How Spectrum Commits to Community and Employee Growth' by Spectrum. It features social media icons for Facebook, Twitter, LinkedIn, Pinterest, and Email. Below the icons is a photo of two Spectrum employees in blue shirts standing in front of a brick building. The sub-header for this article is 'Spectrum Invests in Community'. The text below reads: 'Company to Support 100 Community Centers with Cash and In-Kind Donations, including Building Improvements and Job Training Support'. On the far right, a sidebar shows a Facebook post for 'Jobs at Spectrum' with 23K likes and a video player for 'Don't miss your next opportunity'.

[View the experience](#)

