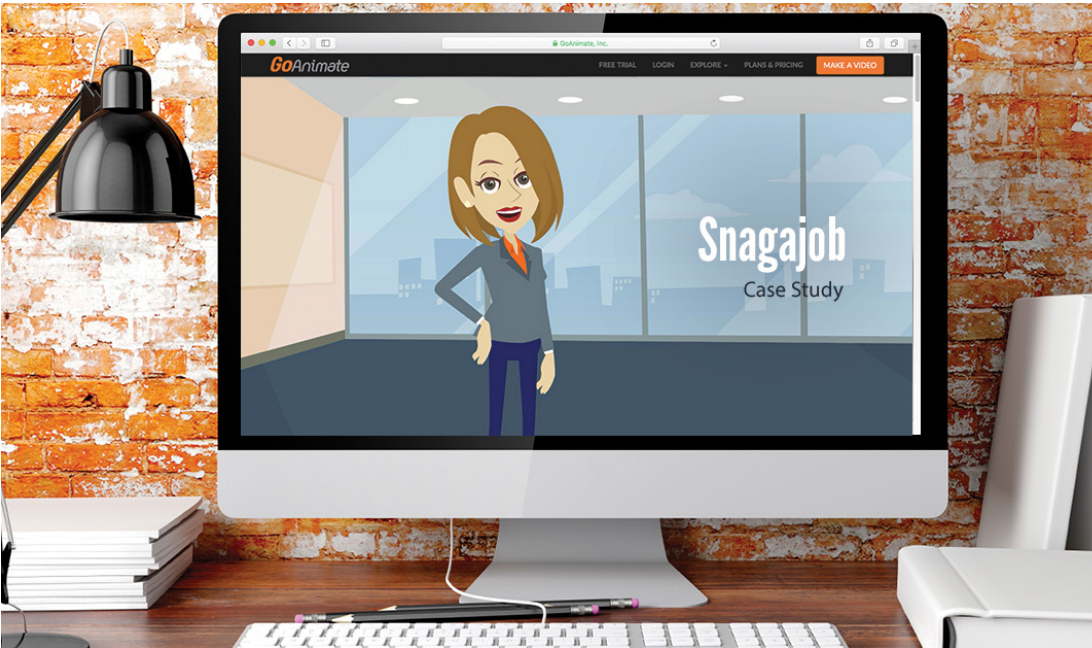


VYOND



SNAGAJOB [Recruiting/HR]

Snagajob videos are created using a combination of live action and Vyond video. The videos include four different calls to action (CTAs) directing viewers to subscribe to the YouTube channel, sign up for email alerts, or watch other videos. Check out one of their videos [here](#).

SUMMARY of SUCCESS

21%

Increase in views on the company's YouTube channel from 2014 to 2015

8,100

Additional subscribers to the YouTube channel

375%

Boost in video sharing

8

Hours saved per week on video content production

THE CHALLENGE

In today's competitive market, even hourly workers can benefit from tips on job hunting—and video is just the medium to bring that advice to life. That's the approach that Snagajob, America's largest marketplace for hourly job seekers and employers, has adopted to reach its 65 million members and appeal to new ones.

One of the main ways that Snagajob attracts and engages job seekers is through its popular YouTube channel, which has more than 27,000 subscribers and has garnered more than 4.1 million views since 2013. According to Brandon Wood, Snagajob's brand marketing and video content producer, the channel helps raise brand awareness among its target demographic of job seekers between the ages of 16 and 24.

"We're not expecting them to go directly to Snagajob from the videos, but when they do look for a job, we want Snagajob to be top of mind," says Wood. "To that end, we're trying to keep viewers on the YouTube page to watch more videos and share them."

The challenge was accomplishing these goals—increased views, stickiness and engagement—with limited budget and time. For example, for a weekly series of job search tips, Snagajob wanted to intersperse live action video of a "coach" dispensing advice with cutaways to scenarios illustrating concepts such as the do's and don'ts of social media.

"We were having a hard time justifying the cost and time it took to shoot live video for the

cutaways," says Wood. "Another problem was finding the people to do them, because everyone here is so busy. If I used coworkers, I'd be taking them away from doing something else, but I can't bring talent in every time I need to shoot a video.

"The answer was animation. It really resonates with our audience."

The challenge was accomplishing these goals: increased views, stickiness, and engagement, with limited budget and time.

THE SOLUTION

Wood began looking for a solution that would be both easy to use and fast. He briefly considered animating the videos in-house using a combination of Adobe After Effects, Character Animator and Adobe Illustrator.

“The problem is that no one has the time,” he says. “It would take so long for us to build out all these custom characters and situations.”

Wood discovered Vyond on social media, visited the website and signed up for a free trial. Given his limited budget, it quickly became clear that Vyond was the best solution.

“When it came down to it, the speed and the low cost of [Vyond] is what really put us over the edge,” he says. “There’s never enough time in the day, so anything that saves me a few hours a week is crucial. For what we pay, [Vyond] just makes sense.”

After purchasing a GoPremium subscription in early 2015, Wood says he began creating videos almost immediately.

“In less than an hour, I had already built out different scenarios that we could use,” he recalls.

“I would say it’s probably the easiest video platform I’ve ever used.”

I would say it’s probably
the easiest video platform
I’ve
ever used.

THE RESULTS

Today, all new Snagajob videos are created using Vyond, either in full or in part. Wood combines live action and Vyond video on a MacBook using Adobe Premiere Pro CC. He adds four different calls to action (CTAs) within the videos directing viewers to subscribe to the YouTube channel, sign up for email alerts, or watch other videos.

The results have been impressive:

- Snagajob's YouTube channel attracted 1.4 million views in 2015, a 21% increase over 2014
- The channel added more than 8,100 new subscribers in 2015, a 2% increase over the 7,930 subscribers the channel gained in 2014
- Visitors watched 400,000 more minutes of video—a 19% increase over 2014—for a total of 2.4 million minutes
- Viewers shared Snagajob videos 2,250 times in 2015, a 375% increase from 2014
- Nearly 9,000 visitors signed up for email alerts.

“Our content is more shareable, it's more likeable, people are watching more of it, and they're watching it longer,” says Wood.

Wood attributes the increase, in part, to the fact that Vyond allows him to make more engaging thumbnails, which is a big factor in how viewers choose which videos to watch.

“[Vyond] even let me light a character on fire in our video on how not to conduct a mock interview,” Wood says. “It's one of our top-performing videos—the thumbnail really gets people to click. That was our ‘aha’ moment of how far can we push the boundaries of animation.”

But perhaps the biggest benefit is the time savings, according to Wood, who says that using Vyond has freed up at least eight hours of his time every week, which he's then able to dedicate to other projects. And instead of having to spend hours coaching employees on-camera, he can record their voices and upload them to Vyond, which automatically lip-syncs them to the animated characters.

“It's hard to get time back,” Wood says. “Anytime I can crank out good content that's working and successful on our YouTube channel, I can spend more time focusing on analytics or other marketing campaign videos. It's a win-win.”



Click the screen above to see a sample video created by Snagajob