

Hiring Hacks To Building Better Recruitment Pipelines

Presented by Robert Royer, Founder/President



BuildingBrandsMarketing.com

BBM COMMUNITY





Why Hello!

- Graduated from UHV in 2014 with BBA and concentration in Marketing
- Google Certified in Search, Measurement, Shopping and Analytics
- Over 16 years of experience owning and managing businesses throughout South Texas

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Building A Company Culture

Start by defining what you would like your company culture to be. It will naturally attract like minded individuals once implemented.

Once Hired How Can We Retain The Fits?



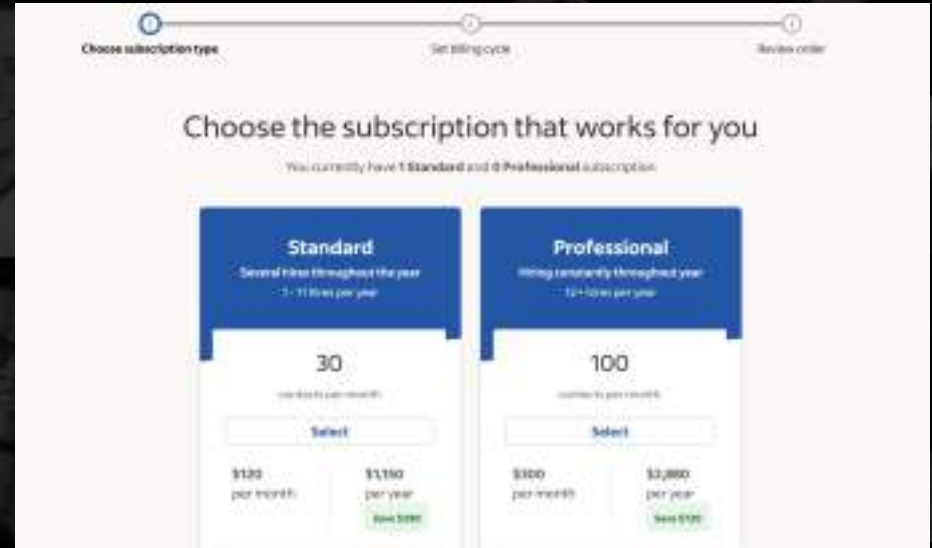
And yes...not all will be fits, let them walk

Hiring Hacks



Hiring Hack #1: Indeed Professional Account

1. Proactively search resume database for all candidates with their resume on Indeed and filter data to relevant resumes
 - a. Know when your existing staff are “looking”
2. “Invite” qualified candidates to apply for your open roles that are skill matches
 - a. Indeed automatically suggests skill matches from their resume database



Hiring Hack #1: Indeed Professional Account

1. Find candidates before they most to this market
2. Place “Pre-Screener” questions on applicants or required qualifications for application to charge
3. Only pay for qualified applicants. Reject the application in 72 hours and you are not charged
4. Message back and forth with candidates prior to interview easily to not waste time in unnecessary interviews



Hiring Hack #2: Local Partnerships & Recruitment Opportunities

1. Local Internship programs through UHV or Victoria College
2. Speaking opportunities at higher education institutions, high schools or trade schools



UHV NEWS

Marketing leader to share lessons learned in dean's speaker series

Wednesday, March 29, 2023 | By Lauren Emerson

When Robert Royer shares his story and lessons he's learned about achieving success, his main goal is to make a connection with the people he's addressing, and he hopes to do just that when he speaks at the University of Houston-Victoria at Katy next week.



Robert Royer

Royer, a UHV alumnus and president and founder of Building Brands Marketing, will speak as part of the UHV College of Business Dean's Distinguished Speaker Series at 6:30 p.m. on April 4 in Room 106 of UHV Katy, 22400 Grand Circle Blvd. In addition to Royer's presentation, students and other attendees will have an opportunity to meet and mingle with him and local community leaders. The event is free and open to the public.

"Robert is a UHV alumnus who has built a great success story despite facing several adversities in life," said Jeffrey Blodgett, interim dean of the UHV College of Business. "The speaker series is an opportunity for the business college to provide students with examples of inspiring stories and to give them the motivation to keep reaching for their dreams. Robert and others like him are examples of just how much a person can do with a degree."

Hiring Hack #2: Local Partnerships & Recruitment Opportunities

1. Teaching classes or workshops (like this one) in the community or area schools to stimulate conversation
2. Creating unique connections for talent recommendations (i.e. UHV Day or asking to talk to classes)

Robert Naylor
February 12, 2018

Thank you to Fishers Academy for inviting me to their school today to teach their high schoolers about how to create a marketing strategy and a market budget for their "new businesses!"



Building Brands Marketing
April 20, 2022 - 25

#UHVDay at #BBM was a success! 🎉

Students got to visit with members from each of our departments and learned about the various facets of marketing that are often overlooked!

Thank you to the University of Houston-Victoria for allowing us to host such a fun morning with eager students! 🙌

Curious to learn more about what we do? Visit our website, here: <https://www.bbmb.com>

#UHV #Jaxnation #BBM #BBMCommunity #Marketing #VictoriaTexas #KatyTexas



Retention Hacks

Robert Royer
President/Founder

Alex Richardson
VP of Operations



Micah Riffle
Production Director

Roslyn Faust
Client Relations Director

Ruben Vera
Creative Director

Retention Hack #1: Using Your Corporate Platform to Promote Individual Personalities

- Use the reach of your corporate platform to promote your individual talents through:
 - Accomplishments/New Certifications
 - Welcoming New Team Members
 - Highlighting Performance Recognitions



Retention Hack #1: Using Your Corporate Platform to Promote Individual Personalities

- Use the reach of your corporate platform to promote the things that are important to your staff (that fit your culture):

- Important issues that are not controversial (i.e. politics, religion, etc)
- Industry knowledge



Retention Hack #1: Using Your Corporate Platform to Promote Individual Personalities

- Create a cultural message that your team can identify with:

- #BBMCommunity



Why Is It Important?

Attaching your team's personal promotion to your corporate promotion increases:

1. Employee trust/buy-in to you supporting their personal/professional growth
2. Community relatability & brand authenticity for service based businesses



Retention Hack #2: Team Building Opportunities

- Employee Get Togethers/Team Building Activities

- Not necessarily company sponsored so it feels organic and not mandatory

Building Brands Marketing is at Chick-fil-A Whispering Creek
April 2, 2023 · Victoria · 📍
Team BBM ready to tackle the 5K! #BuildingBrandsMarketing #BBM #CFC



You, Fe Vela Royer, Ruben Vera and 20 others

Building Brands Marketing is at Century Lanes.

June 16, 2021 · Victoria · 📍

Building brands, team building & bowling! 🎳 🎳



You, Micah Riffe, Alex Richardson and 20 others

2 comments · 📍 share

3 shares

Retention Hack #3: Awarding & Recognizing Positive Performances

- There are many ways to recognize positive performances from:
 - Focusing performance reviews not only on the areas of improvement but areas of success
 - “On The Spot” rewards/bonuses (such as gift cards)
 - End-Of-Year Awards (i.e. BBM Core Value Awards recognizing employees who have aligned well with our core values)



Retention Hack #4: Implementing a Peer Award and/or Recognition Program

- This can improve company morale and the team comradery:
 - GEM “Going The Extra Mile” Award
 - BBM Shout Out Box



Retention Hack #5: Making Employees Comfortable

- What are the small efforts you can make to improve employee comfortability?
 - Yoga/Exercise Room
 - “Kids” Office
 - Making the space “their own”
 - Flex Working
 - Not full remote working which I believe can be counterintuitive for professional development if that is a major initiative of your company culture



Final Thoughts:

The Employee Journey Has Shifted

- You won't keep everyone:
 - If you are going to establish a clear company culture with core values you must embrace that not all employees will be fits
 - Proactively recognize, set clear benchmarks, and support desire for growth (whether internally or externally)
 - Employees stay longer when they have a clear path of growth or they weed out earlier if they know they are not a fit for their growth trajectory
 - Praise employees who leave for positive growth opportunity publicly (it's a good thing)





Thank You!

Does anyone have any questions?

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