

A.I. en irresistible employer branding

Ricardo Risamasu



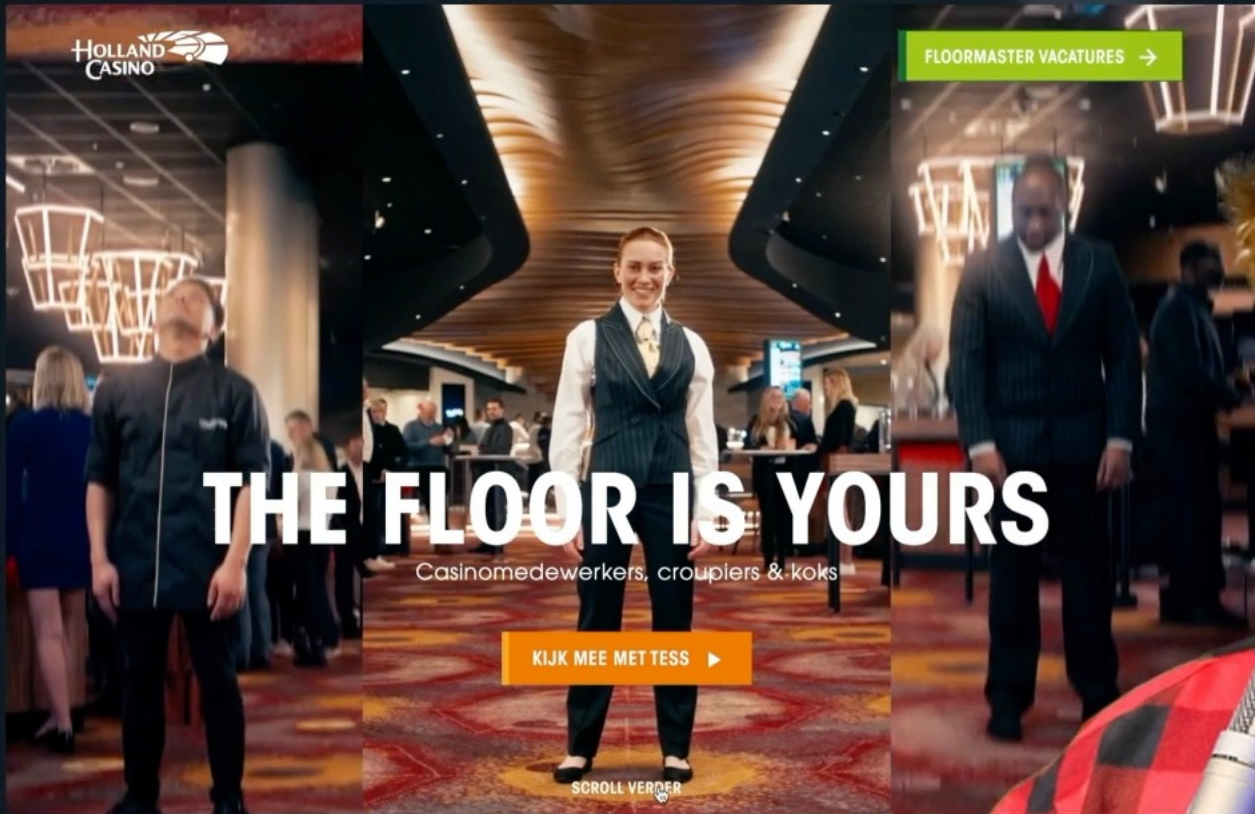
2023 was voor het employer branding bureau SteamTalmark een jaar van nieuwe werkwijzen, nieuwe methoden, nieuwe tools, nieuwe inzichten en verbeterde oplossingen door de brede toepassing en acceptatie van (generatieve) artificial intelligence.

AI blijkt een katalysator voor nog meer creativiteit, het zorgt voor een shift in de manier van campagnevoeren én stelt ons in staat om meer data te analyseren dan ooit voor mogelijk werd gehouden.

Maar AI brengt ook dilemma's op het gebied van auteursrecht, data bescherming, ethiek en bestaansrecht. Met voorbeelden uit de praktijk laat Ricardo zien hoe SteamTalmark kunstmatige intelligentie omarmt en inzet voor en met haar klanten.



/imagine



ze zijn ook érg goed in het bouwen van werkenbij-sites.



OpenAI



ChatGPT



/imagine **strategie**

Inside-out en outside-in onderzoek



H

**Breng
persona
tot leven**



H

**Geef
ChatGPT
een rol!**





☰ New chat ✎

ChatGPT 4 ▾

How can I help you today?

Give me ideas
about how to plan my New Years resolutions

Show me a code snippet
of a website's sticky header

🔗 Je bent strateeg van een employer branding agency. Maak een persona van...

ChatGPT can make mistakes. Consider checking important information.

TEAM LEAD.

Age	30-40+ years
Leadership experience	2+ years
Willingness to move	low
Availability	high
Competition	high
Willing to change the job	medium
Recruitment effort	

Low High

Touchpoints



Motivator



"I haven't necessarily been involved in the fashion industry professionally so far, but I love working with people. The more diverse personalities and cultures come together, the better! Within my team, I am reliable, as I remain unruffled by anything and can respond to surprises in a relaxed way."

Characteristic





/imagine **creatie**

concepting & design

irresistible

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Midjourney prompt

/imagine A close up, an african Marketing employee holding a laptop in an aquarium, he's experiencing a sensation of awe, movie poster, photorealistic --ar 16:9 --style raw



H









De AI-foto die verspreid werd door Amnesty International om protesten en politiegeweld in Colombia aan te kaarten. © Amnesty International

Amnesty International onder vuur vanwege gebruik van AI-afbeeldingen

Hoewel de systematische brutaliteit van de Colombiaanse politie tijdens de nationale protesten in 2021 effectief heeft plaatsgevonden en goed gedocumenteerd was, waren de foto's die onlangs verspreid werden door Amnesty International dat niet.



/imagine **development**



H

programmeren met een co-piloot



CODEGPT CHAT

```

return {
  <Layout
    title={`AI inside your IDE`}
    description="Improve your code with Code GPT <AI />"
  <HomepageHeader />
  <main>
    <HomepageFeatures />
  </main>
  </Layout>
};

```

USER

explain the selected code

CODEGPT

This code exports a default React functional component called `Home`. Inside the component:

1. It uses the `useDocusaurusContext` hook to get the `siteConfig` object from the Docusaurus context.
2. The component returns JSX that renders a `Layout` component with two props: `title` and `description`. The `title` is a template literal that evaluates to "AI inside your IDE", and the `description` is a string that says "Improve your code with Code GPT".
3. Inside the `Layout` component, a `HomepageHeader` component is rendered followed by a `main` element.
4. Inside the `main` element, a `HomepageFeatures` component is rendered.

Ask a question...

Send

JS index.js • Settings

src > pages > JS index.js > Home

```

28     className="button button--success button--lg"
29     to="vscode:extension/danielsanmedium.dscodegpt">
30     Quick Install
31   </Link>
32 </div>
33 </div>
34 </header>
35 };
36 }
37
38 export default function Home() {
39   const {siteConfig} = useDocusaurusContext();
40   return {
41     <Layout
42       title={`AI inside your IDE`}
43       description="Improve your code with Code GPT <AI />"
44     <HomepageHeader />
45     <main>
46       <HomepageFeatures />
47     </main>
48     </Layout>
49   };
50 }
51

```

PROBLEMS OUTPUT DEBUG CONSOLE TERMINAL GITLENS COMMENTS zsh + - ... ^ x

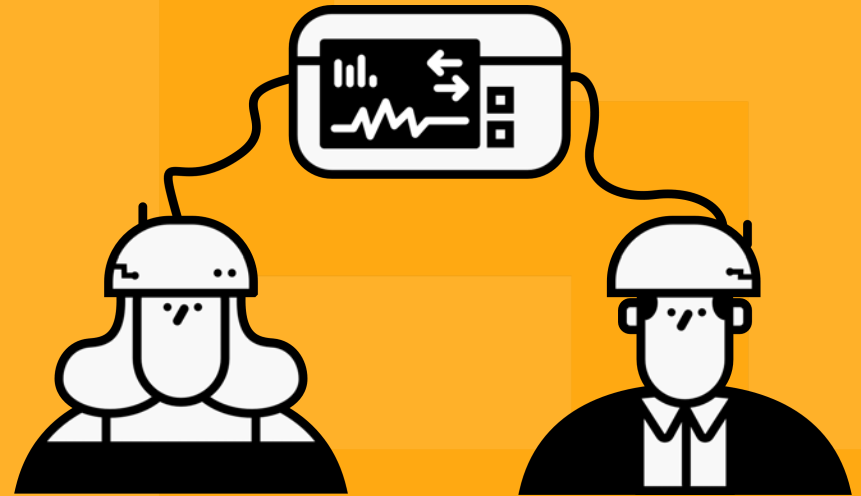
client (webpack 5.75.0) compiled with 1 warning

✓ Client
Compiled successfully in 146.63ms

client (webpack 5.75.0) compiled with 1 warning



/imagine
data & insights





Hoe krijgen we grip op alle data?



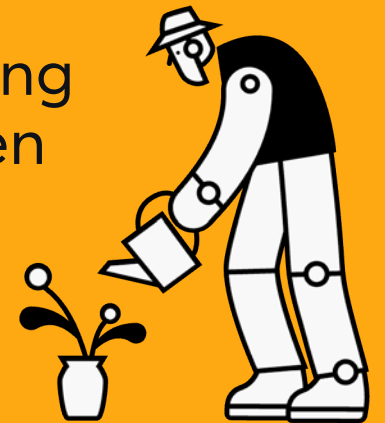


data platform

Big Data: verwerken van
miljoenen events

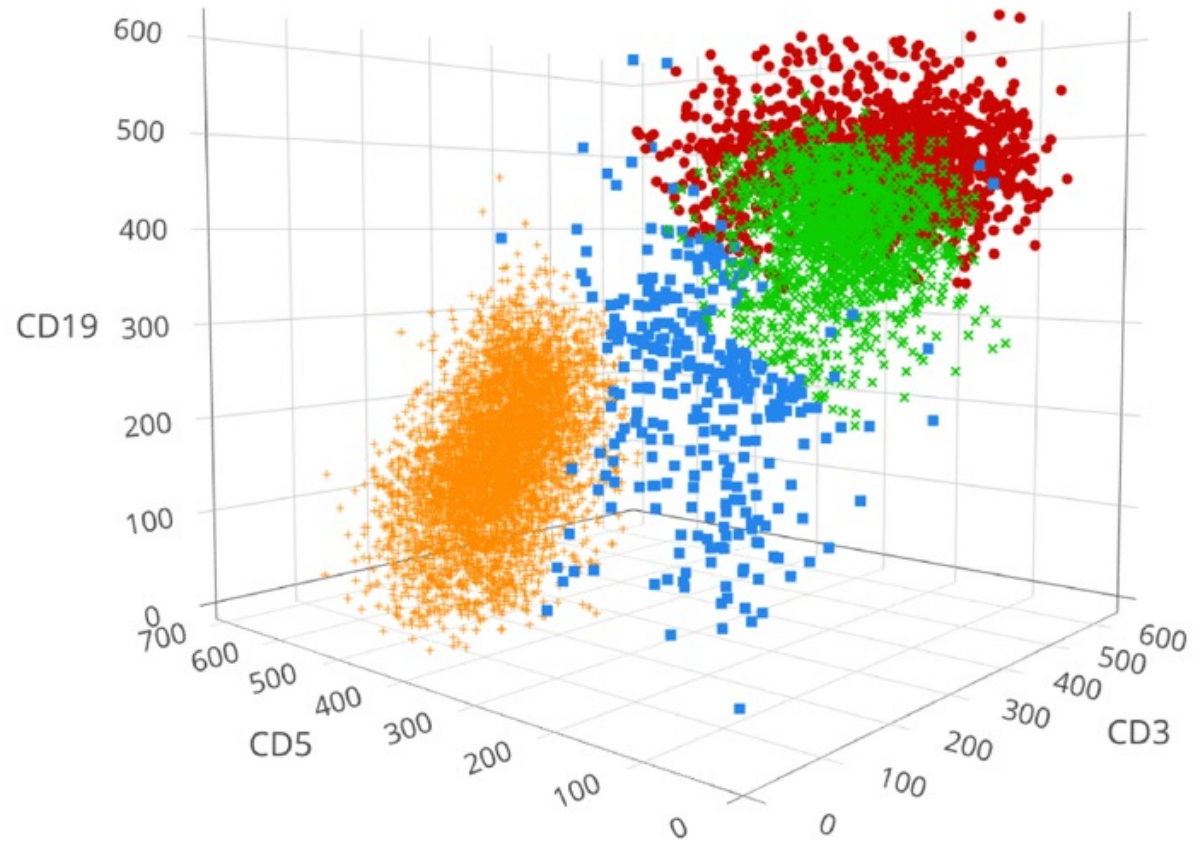
Machine Learningmodellen
trainen

Met Reinforcement Learning
Human Feedback modellen
verbeteren






Clusters
genereren
van grote
hoeveelheden
data







⚡ GPT-3.5 ⚙️ GPT-4




 ▾

ChatGPT PLUS

GPT-4 currently has a cap of 25 messages every 3 hours.

how many clicks did my facebook

0:00 / 0:27



How much did I spend on LinkedIn the last quarter, and what was the return on investment in terms of cost per applicant and cost per hire?



How much did I spend on LinkedIn the last quarter, and what was the return on investment in terms of cost per applicant and cost per hire?



LinkedIn Marketing Spend for the Last Quarter:



- Amount Spent: \$5,000

Applicants and Hires from LinkedIn:

- Total Applicants: 200
- Total Hires: 25


Return on Investment Metrics:

- Cost Per Applicant: $\$5,000 \div 200 \text{ applicants} = \$25/\text{applicant}$
- Cost Per Hire: $\$5,000 \div 25 \text{ hires} = \$200/\text{hire}$

Analysis & Recommendations:

Considering the figures, your Cost Per Hire (CPH) from LinkedIn stands at \$200, which is a metric that can be benchmarked against industry averages or other platforms to determine its efficiency. If, for example, your average CPH across all channels is \$250, then your LinkedIn expenditure seems to be performing well. However, if you find other channels with a lower CPH that also deliver quality hires, you might want to consider reallocating some budget.

Additionally, it's essential to take into account the quality of hires. If LinkedIn provides more qualified or longer-lasting employees than other platforms, a higher CPH might still be justified. Ensure you're also tracking the long-term performance and retention of these hires to get a holistic understanding of the ROI.

 Regenerate



Neem een momentje...

- Deel geen gevoelige informatie
- Controleer de feiten
- Sta stil bij duurzaamheidsvraag
- Ethische vraagstukken
- Authenticiteit en auteursrecht





SteamTalmark 2025

a.i. empowered employer branding agency?

irresistible

F





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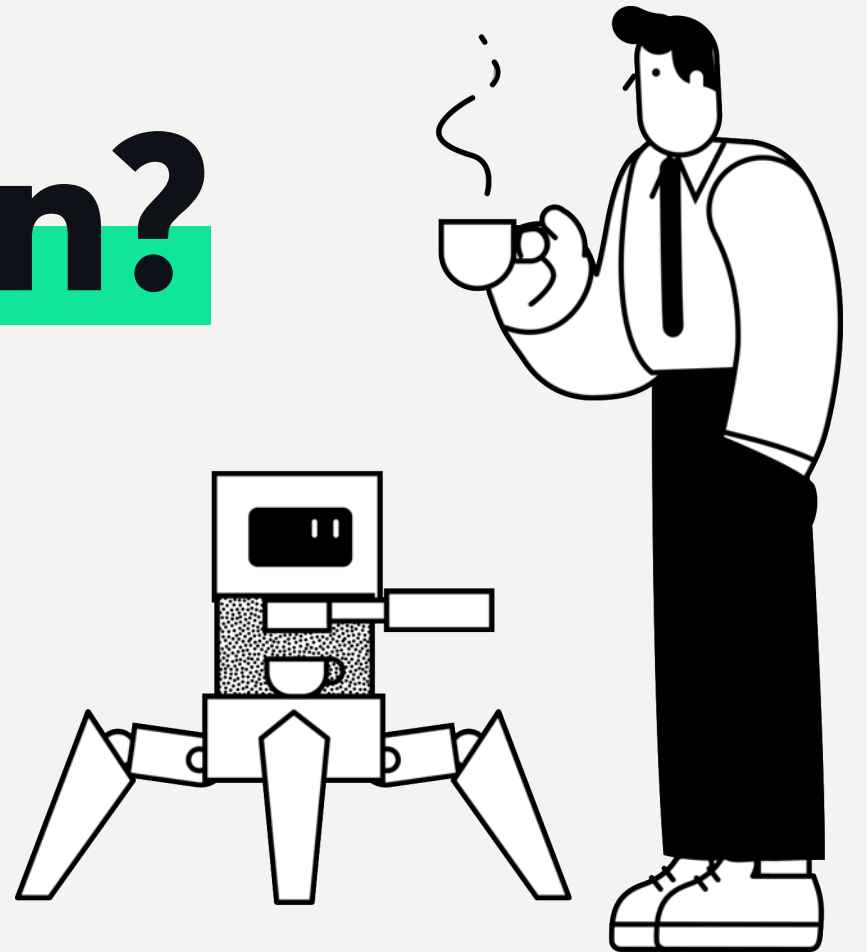
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1059 BW Amsterdam

steamtalmark.nl

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Zijn er vragen?





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