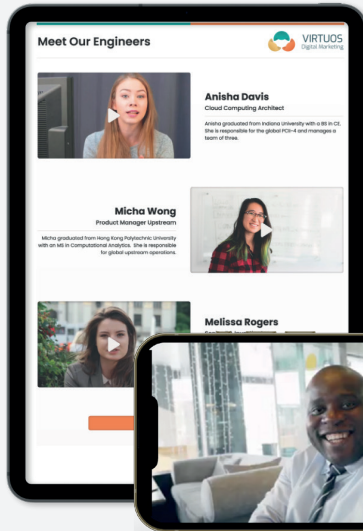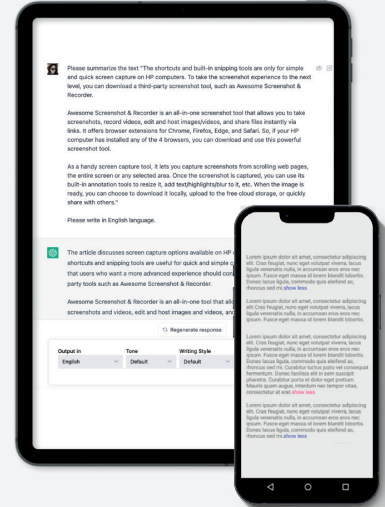# Amplify

Engage your audience with credible content

How are you communicating with candidates?

Static communication doesn't generate engagement and video can be hard to create at scale.

Video is powerful throughout the candidate journey from attraction through onboarding.

Amplify makes it easy to build a video library and share content that strengthens every aspect of candidate communication.

+320%
Increase production efficiency

+100%
Ensure videos approved and brand appropriate

+93%
Candidate engagement

Replace your expensive, highly-produced videos and static graphics with authentic and credible content.

SparcStart

Amplify

Easily create and share employee generated video content to build your brand and engage candidates.

Video Strategy

Your Amplify license includes a facilitated strategy session that gives you a plan for success. You will develop a comprehensive video strategy covering content calendar, participants, length, target audience, distribution and more.

Simple Creation for EGC

Request content from employees with simple email templates that provide suggested topics and guidelines, suggested length, searchable tags and designated video Approvers.

Secure Approvals

Each video is held behind a firewall until the designed Approver reviews and approves it. For videos requiring multiple approvals, Amplify's automated system routes videos to each individual and tracks their responses.

Customized Branding and Editing

Amplify ensures consistent branding by preloading your logo and company colors into your account so every video is branded appropriately. You can also close caption, trim, add images and select thumbnails with our intuitive and easy to use editing suite.

Centralized Video Library

Add your existing videos to Amplify for an organized, accessible video library with all your approved videos. They are ready for sharing by your recruiters, social media team and agency.

Integration with Your Tech Stack

With Amplify's open APIs, you can integrate video with your entire tech stack and include video in nurturing campaigns, your career site, virtual career fairs and everywhere you connect with candidates.

Implementation and Tracking

Generate and monitor results all year with a Content Creation Calendar, Distribution Calendar and Monthly Success Metrics which the Amplify team will guide you through.

SparcStart