

Market Benchmarking 101: Pricing Jobs to the Talent Market

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AUDIENCE

HR generalists, recruiters and new compensation practitioners

LEARNING OBJECTIVE

Learners will be able to explain how percentile targets and market segmentation shape a competitive pay range.

FORMAT

Narrated motion-graphics video, 16:9, about 430 words of voiceover at 150 wpm

DESIGN APPROACH

Scenario-based. One company's problem threads through every scene, so each concept answers a real question.

Chunked. Seven segments of 15–40 seconds, one idea each.

Retrieval practice. A mid-video question asks learners to apply the concept before moving on.

Dual coding. Each visual mirrors the narration rather than repeating it as text.

SCENES

01 Hook: the problem	0:00
02 Why benchmark	0:25
03 What percentiles mean	0:50
04 Knowledge check	1:30
05 Talent competitors	1:45
06 Segment the market	2:15
07 Recap	2:45



Summit Credit Union

600 employees · Columbus, OH



NARRATION

"Summit Credit Union just lost its best data analyst. She didn't go to another bank. She went to a logistics company for 18% more. By the end of this video, you'll know how Summit could have seen this coming, using market benchmarking."

ON-SCREEN TEXT

Summit Credit Union · Offer letter: +18%

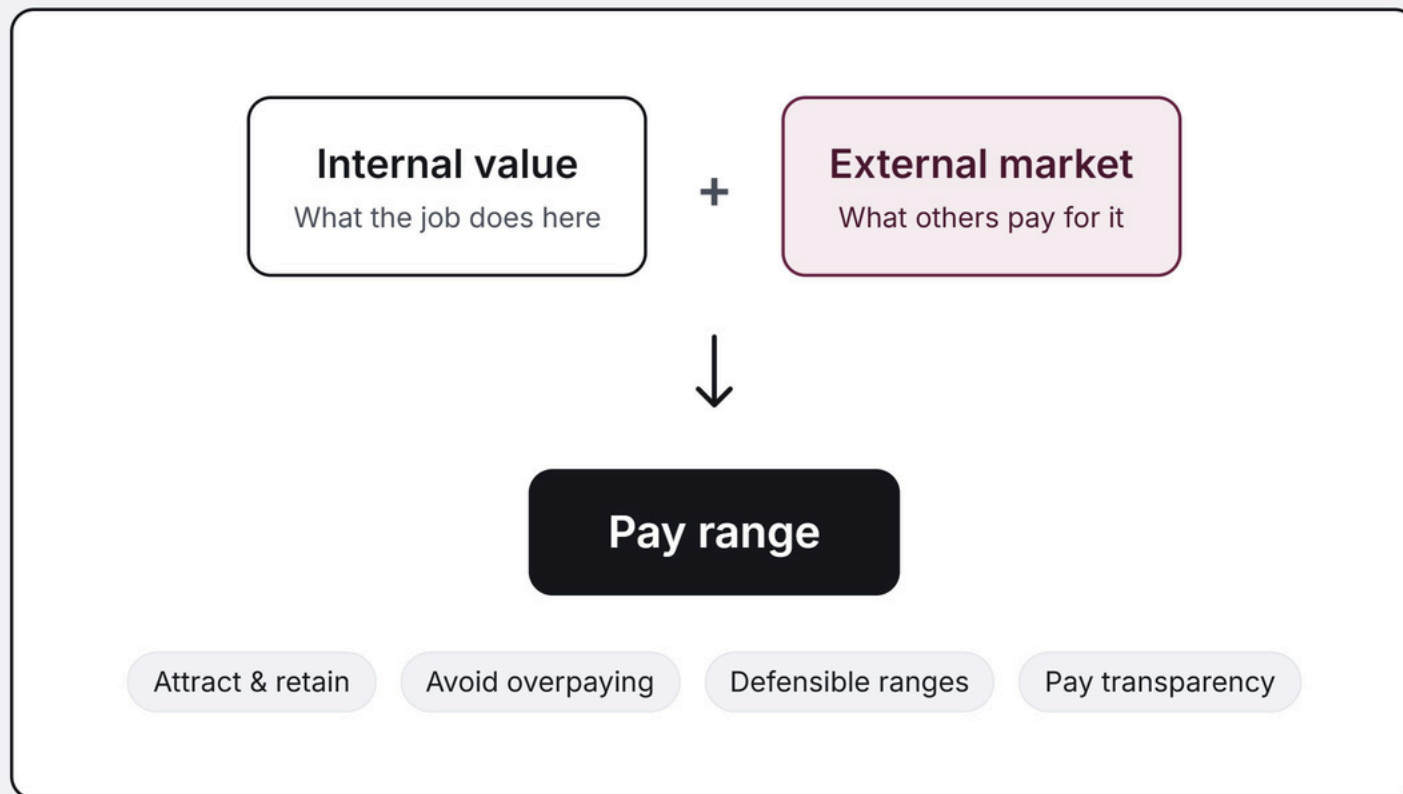
ID NOTE

Opens with a relatable problem to gain attention, then states the outcome so learners know what they'll be able to do.

Visual: Summit logo animates in. An empty desk fades to an offer letter that slides in from the right; "+18%" scales up last.

02 Why benchmark

0:25 – 0:50 · 25 sec



NARRATION

"Every job has an inside value and an outside price. Benchmarking finds the outside price, so you can attract and keep talent, avoid overpaying, and back up your pay ranges with data. That matters even more now that many places require ranges in job postings."

ON-SCREEN TEXT

Internal value · External market · Pay range, plus the four benefit tags

ID NOTE

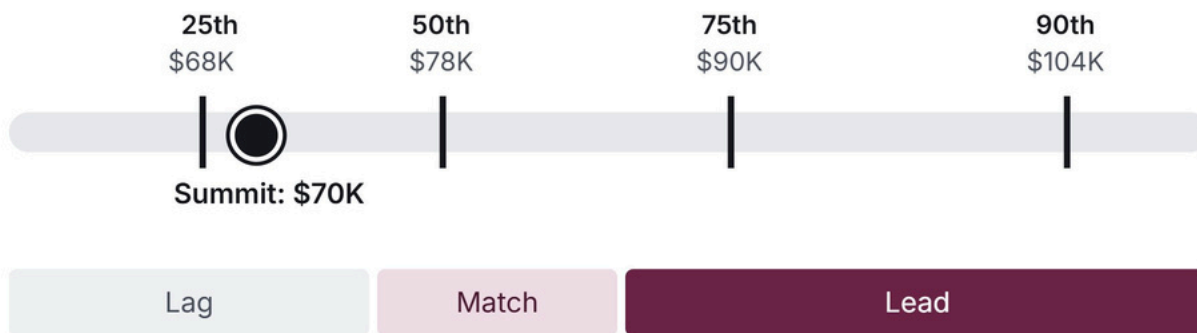
A simple "inside vs. outside" mental model gives learners a frame to hang the rest of the content on. Tags appear in sync with narration (temporal contiguity).

Visual: The two boxes slide in from opposite sides and merge into "Pay range." The four benefit tags pop in one by one as each is named.

03 What percentiles mean

0:50 – 1:30 · 40 sec

Data Analyst · base salary market



Illustrative figures

NARRATION

"Market data comes as a spread. The 50th percentile, or median, is what most people mean by 'market rate': half of companies pay more, half pay less. The 25th is the lower end, and the 75th and 90th are premium positions. Companies choose to lag, match or lead the market, and often lead only for critical roles. Summit was paying near the 25th percentile for a high-demand skill."

ON-SCREEN TEXT

Percentile labels and values · Lag / Match / Lead · Summit: \$70K

ID NOTE

The densest concept gets the longest scene and a progressive build (signaling). The pin reveal pays off the hook.

Visual: The bar draws left to right; each marker lights up as it's named. Lag / Match / Lead bands fade in, then Summit's dark pin drops near the 25th.

04 Knowledge check

1:30 – 1:45 · 15 sec

QUICK CHECK

**Summit wants to compete hard for data talent.
Which percentile should it target?**

A · 25th

B · 50th

C · 65th–75th ✓

D · Below 25th

3-second think pause, then reveal

NARRATION

"Quick check: if Summit wants to compete hard for data talent, which percentile should it target?" *[pause 3 sec]*
"Somewhere around the 65th to 75th, a 'lead' position."

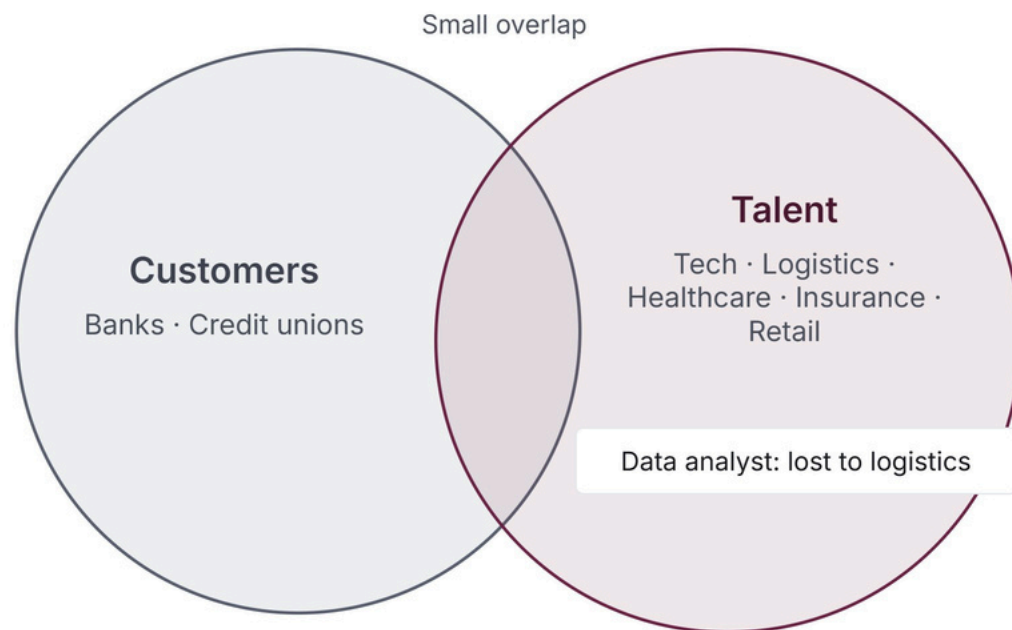
ON-SCREEN TEXT

Question and four answer options; correct answer highlighted on reveal

ID NOTE

Retrieval practice mid-video helps learners apply the concept, not just hear it. Distractors reflect common choices (matching, or keeping costs low). In an LMS build, this becomes an interactive question.

Visual: Dark card signals a change of pace. Options appear, a countdown bar fills during the pause, then C highlights.



NARRATION

"Summit benchmarked only against other banks, because they compete for customers. But a data analyst can work in any industry. Your talent market is wherever your people could work tomorrow. To find it, look at where your leavers go and where your hires come from."

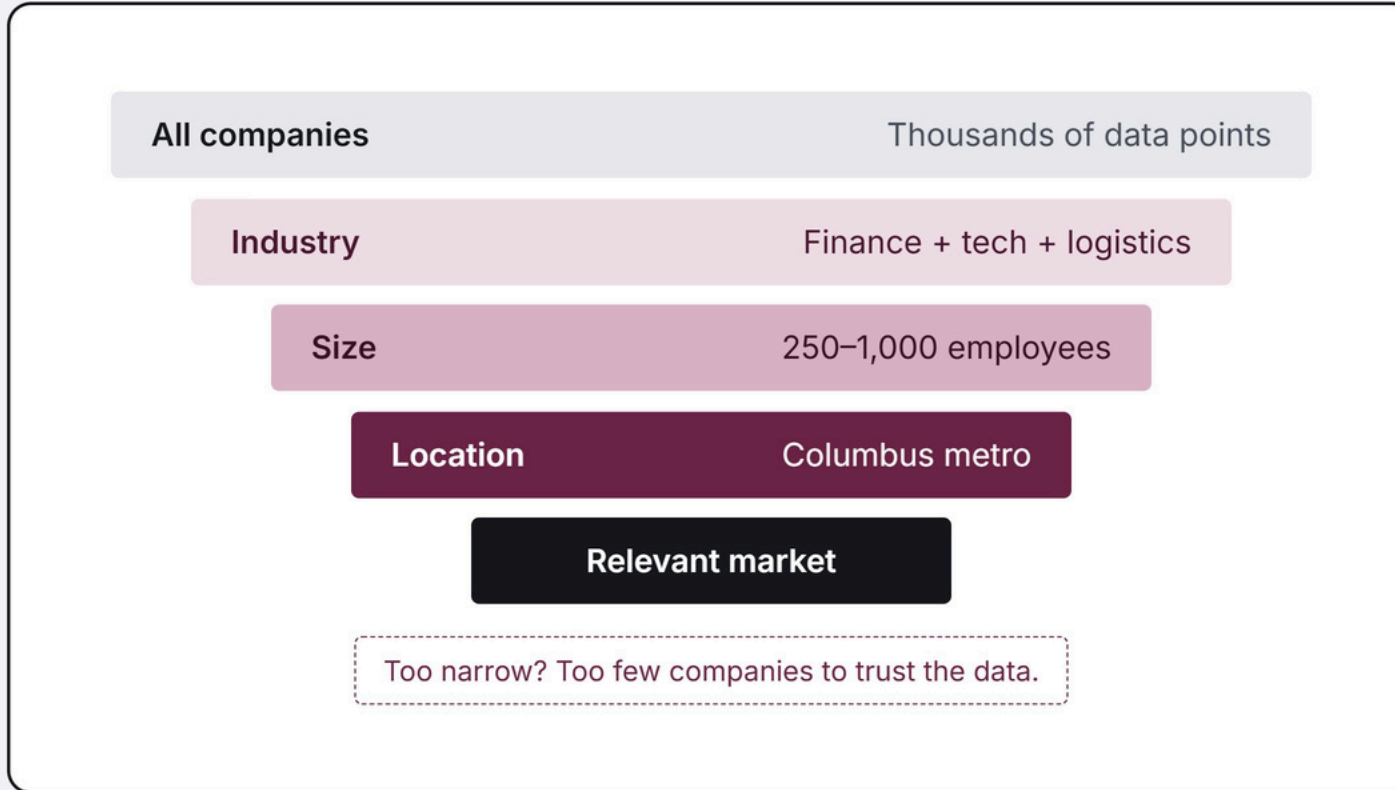
ON-SCREEN TEXT

Customers · Talent · "Your talent market = where your people could work tomorrow"

ID NOTE

Targets a common misconception directly. Ends on two concrete actions learners can take on the job.

Visual: Customer circle appears first. The talent circle grows beside it with industry labels popping in; the callout ties back to Summit's analyst.



Visual: Each layer of the funnel drops in as its filter is named. The caution note slides in at the end.

NARRATION

"Then compare like with like. Industry matters because pay for the same title varies by sector. Size matters because a larger company usually means bigger scope. Location matters because labor costs vary by city. But don't filter so narrowly that only a handful of companies are left."

ON-SCREEN TEXT

Industry · Size · Location · Relevant market · caution note

ID NOTE

The funnel shows a process visually so narration can stay brief. The caution adds the nuance practitioners need, without a separate scene.

Four things to remember

01

Benchmark on purpose

Set pay with data, not habit

02

Know your percentile

Lag, match or lead by role

03

Follow the talent

Compete where your people go

04

Segment carefully

Industry, size, location

NARRATION

"Benchmark to set pay deliberately, know what each percentile signals, compete for talent where your talent actually goes, and segment carefully. That's how Summit keeps its next analyst."

ON-SCREEN TEXT

Four takeaway cards, as shown

ID NOTE

A summary that mirrors the four chunks supports retention. Returning to Summit closes the scenario loop opened in the hook.

Visual: Cards flip in one at a time with the narration, then the Summit logo returns for the closing line.