Fill More Job Orders, Faster (without spending more!)

YOUR GUIDE TO PROGRAMMATIC JOB ADVERTISING

haley
MARKETING

We hear it every single day:

"OPEN JOB ORDERS ARE HARDER THAN EVER TO FILL!"

And it's no wonder. We've seen the recruiting landscape change dramatically in recent years. Low unemployment. Loss of organic traffic from Indeed. New entrants to the job board/aggregator market. Advances in recruiting technology. Changes in job seeker behavior...

...IT'S ENOUGH TO MAKE YOUR HEAD HURT.

Let's face it: Traditional use of job boards/aggregators is inefficient and delivers unpredictable results. In today's market, you need a smarter job advertising model to reliably (and cost-effectively) recruit the right candidates for your open orders.

YOU NEED TO GET WITH THE PROGRAM!

Programmatic job advertising delivers the right mix of candidates to fill more of the job orders you have right now. Simply. Intelligently. And virtually eliminates wasted job board spend.

Ready to learn how?

PROGRAMMATIC:
What the heck is it, anyway?

IN SIMPLEST TERMS:
An automated way to manage job advertising (i.e., job posts).

MORE SPECIFICALLY:
Programmatic is an advertising model that uses rules and technology to post and promote your jobs in the right places – so you receive optimal job applications (quantity and quality) for your open orders.

AND IF YOU REALLY WANT TO GET TECHNICAL ABOUT IT:
Programmatic advertising has three essential elements that improve control and results:

1. **RULES-BASED BIDDING:**
Setting rules to tell the software to increase or decrease the amount of money you spend to promote jobs, so that each delivers sufficient applications.

2. **MORE SOURCES FOR APPLICATIONS:**
Sending jobs instantly to dozens, hundreds or thousands of job boards through one platform, instead of manually posting to each board.

3. **MACHINE LEARNING AND AI:**
Making performance-based decisions to serve job ads to people who are the most likely to engage with them.

WANT TO DIVE DEEPER?
- Learn more about the **3 essential elements** of programmatic
- Discover the difference between **self-service and managed campaigns**

WHY DO YOU NEED PROGRAMMATIC?

It's a competitive job market. Unemployment numbers are the lowest we've seen in more than a decade. Post-and-pray tactics don't work.

PROGRAMMATIC HELPS YOU:

GET THE RIGHT MIX OF CANDIDATES TO FILL MORE OF YOUR OPEN JOB ORDERS.

- Automatically cut off spending to a job, once you have enough applications.
- Kickstart underperforming jobs, by automatically increasing bidding to improve exposure.

Learn how to eliminate job application "feast or famine"!

MANUAL POSTING VS. PROGRAMMATIC

	MANUAL	PROGRAMMATIC
JOB A		
JOB B		
JOB C		
JOB D		
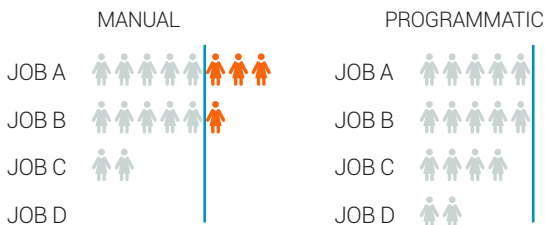
Programmatic shuts off spending once application targets are reached, and then shifts spend to underperforming jobs. The result? Less waste, more open jobs filled!

- Cost-effectively fill a broader spectrum of jobs to drive more revenue.
  > Kickstart underperforming jobs, by automatically increasing bidding to improve exposure.

**GET MORE CONTROL OVER YOUR RECRUITMENT SPEND
(PAY FOR PERFORMANCE, NOT PRESENCE).**

- Determine if you are overpaying for annual job board contracts.
- Make data-driven decisions: Set an optimal recruiting budget based on data.

👉 **Find out if you need help managing
your recruitment spend.**

GET A LEG UP ON YOUR COMPETITORS.

- In other industries, programmatic advertising is commonplace.
  U.S. advertisers are slated to spend nearly $60 billion on programmatic
  display in 2019. By 2021, nearly 88%, or $81 billion, of all U.S. digital display
  ad dollars will transact programmatically.

- In June 2018, Chris Forman, the CEO of Appcast, estimated that
  20 to 25% of staffing and recruiting firms are using programmatic.
  If you act now, you'll have a decided recruiting advantage over 75%
  of your competitors!

- Overbid for speed: Get your job in front of high-demand candidates
  before your competitors.

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"YES, BUT . . ."

(There's always a "but," right?)

Programmatic is unfamiliar. Seemingly complex. And even a little scary: "What do you mean, an algorithm is going to decide where my recruitment budget is spent?!"

WE GET IT.

But instead of shying away from programmatic, it's time to embrace it. It's simply too beneficial for your firm to ignore – and it's not going away!

On the following pages, we address programmatic's "big buts":

SPOILER ALERT: WE CAN STILL GET A CPA UNDER $2 ON PROGRAMMATIC!

"But Indeed is delivering lots of candidates at a relatively low CPA."

Even though Indeed took away "free" candidate traffic for staffing job postings, many firms still get applications through Indeed at between $1.50 and $3.50 CPA.
If it's not broke, why fix it?

CONSIDER THIS:

- If the same candidate applies to 100 jobs (which is really easy for a candidate to do on Indeed), Indeed counts that as 100 applications. How many jobs could you really fill with those 100 applications?
- Even if you receive "lots" of job applications for a relatively low cost, if you're not getting a variety of qualified candidates to match the full spectrum of your open orders, are you really getting great ROI on your ad spend?
- How much time are your recruiters wasting on screening unqualified applicants – or ones who are already in your ATS?

10,000 forks won't do you any good when you really need a spoon and a knife. Programmatic intelligently shifts spend and distribution on the fly, so you *get candidates who match your jobs* – without overspending.

Stated differently, programmatic helps you *generate more revenue with your current spend* – by reducing waste and delivering the right candidate mix for your open jobs.

It makes sense: The right candidates for open job orders = more jobs filled (and more money to your bottom line!)

"But programmatic sounds scary."

When people are scared (especially in business), they freeze. They turn off. They shun new ideas, even when they're incredibly beneficial.

KNOWLEDGE IS POWER!

Let's tackle four common (yet unfounded) fears staffing executives have about programmatic with a healthy dose of information:

- *"My applications are going to go away."* In the first month of programmatic, we keep your spend and platforms the same, gathering performance data and setting benchmarks. We only recommend changes based on data, and those changes are designed to improve your results.

- *"It sounds complicated."* An experienced programmatic partner simplifies every aspect of your strategy, breaking it down into tactics your team can understand and learn from. We handle implementation too, managing and optimizing campaigns to achieve your recruiting goals.

- *"I'm afraid of the technology."* New tech can be intimidating at first, but you don't have to master it to reap the benefits. We handle the technical setup, track performance and keep campaigns agile to meet your changing needs.

- *"I don't want to 'open Pandora's box.'"* If your firm is making money now, it's natural to not want to upset the apple cart. But programmatic can help you generate more top-line revenue and improve your profitability!

If you're still apprehensive, this post will reassure you.

The good news?

You don't have to understand the terminology, software or technical setup to get started. All you need is an experienced programmatic advertising partner (which we happen to be!).

"I already spend a boatload on job boards. I don't want to spend more!"

We get it. You're already paying your recruiters. And investing an arm and a leg for job board advertising and resume database access. Now you need to buy software to manage the ad spend...and pay someone to run the software?

THAT SOUNDS CRAZY!

Except, it's not. When done well, that additional software – and the service of a trained programmatic specialist – is essentially free! By getting candidates applying to more of your jobs and reducing the amount of jobs with zero (or minimal) applications, programmatic delivers a very high ROI.

If you take the net cost of the job advertising spend, programmatic software licensing and fees paid to a consultant, your hard-dollar investment will go up by around 15 to 20%. However, if you factor in the increase in the number of applications and/or the reduction in the cost per application, your net cost per placed candidate will go down by double your investment or more.

Of course, if for any reason programmatic fails to deliver the results you require, you can always revert back to managing everything yourself (but don't forget, having your team manage the advertising comes at a cost too!)

HERE'S A REAL-LIFE ILLUSTRATION OF THE IMPACT OF
PROGRAMMATIC:

MONTH 1:

Commercial staffing firm in Georgia before programmatic

- $3K job board spend
- 92 open jobs
- 100% of budget spent...with only 30 jobs getting applications

MONTH 2: WITH PROGRAMMATIC

- $3K job board spend + $450 for programmatic software and management
- 66 open jobs
- 64 jobs get applications

How many more placements do you think this company made in month 2?

Hint: They produced WAY more gross margin than $450!

WHAT DO CAMPAIGNS LOOK LIKE IN ACTION?

Scenario: Staffing company with 50 open job orders

1. **CREATE CAMPAIGNS.** Using your company's business goals as a guide, we create and organize campaigns for each type of job (let's say industrial, clerical and healthcare).

2. **WITHIN EACH CAMPAIGN,** we establish a bidding strategy and application targets (i.e., how many applications we typically need to fill each job), so the software knows what we need, where to push jobs, etc.

3. **DEVELOP AN INITIAL BIDDING STRATEGY** for each campaign, to independently manage its unique advertising needs (e.g., bid higher for hard-to-fill roles or immediate needs).

   a. *To start, our bidding strategy is to pay $0.25 per click for industrial jobs, $0.50 per click for clerical jobs and $2 per click for healthcare jobs.*

4. **TRACK PERFORMANCE.** For each job, the programmatic software measures cost per click, applications received and the total spend per job. It then uses this data to improve each campaign's results.

   a. *If, say, light industrial jobs aren't receiving sufficient applications, we make recommendations on different boards to advertise on or adjustments to the bidding strategy.*

5. **TURN OFF SPENDING WHEN APPLICATION GOALS ARE REACHED.** For example, when we reach 20 applications for a single healthcare job, we turn off spending to it because we have enough candidates for that open job order. No overspending!

6. **TWEAK BIDDING RULES TO IMPROVE RESPONSE.** If we don't hit application targets for a certain clerical job within our specified timeframe, we can reallocate unused money from that healthcare job – and increase our clerical job bidding.

   a. *Shifting spend helps ensure we receive the right mix of candidates, filling more open roles, without spending more!*

DOES PROGRAMMATIC WORK?

You be the judge! Here are a few results we've delivered for programmatic clients:

PREVENTING RUNAWAY JOBS

Programmatic helped one client prevent their top 5 jobs from eating up too much of their monthly advertising spend:

- Prior month on Indeed: 512 applications on 5 jobs with most applications (58.2% of monthly applications)
- First month with programmatic: 286 applications on 5 jobs with most applications (26.4% of monthly applications)

KICKSTARTING UNDERPERFORMING JOBS

Smarter job advertising helped this client fill more open jobs:

- Prior to programmatic: Of 92 jobs, 62 received ZERO applications
- After 1 month of programmatic: Of 66 open jobs, just 2 received 0 applications
- Get the full story

DRIVING RESPONSE – WITHOUT DRIVING UP COSTS

We helped this client increase applications by 8% without impacting cost per application (CPA):

- Month prior to starting programmatic: $7.41 CPA, 6.0% conversion rate
- First month of programmatic: $7.49 CPA, 7.1% conversion rate, which led to 53 more applications (an 8% increase)
- Get the full story

TWEAKING BIDDING TO IMPROVE RESPONSE

Using performance data, we refined this client's program to drive more response:

- *Receptionist job:* received 4 applications in first 3 days, so we increased the bidding… 6 applications in the next 5 days… still need more applications so we increased the bidding again and we received an additional 4 applications in 3 days
- *Machine operator job:* received 2 applications in first 3 days, so we increased the bidding… 8 applications in the next 5 days
- *LPN job:* received 0 applications in first 3 days, so we increased the bidding… received 6 applications in the next 5 days

AND THIS WAS ALL DONE AUTOMATICALLY!

FILLING HIGH-PRIORITY JOBS

One client designated a group of jobs as "high priority," so we spent more to sponsor them on the right boards. In this case, the data showed that bidding higher increased conversions and lowered CPA. Tweaking the rules based on reliable information helped us adjust appropriately – and improve results:

- Increased conversion rate by 11.1%
- Decreased cost per application by 9.7%

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READY TO GET WITH THE PROGRAM(MATIC)?

By using data, rules-based bidding and machine learning, a programmatic approach can help you:

- Cost-effectively reach the right job candidates to generate more qualified applications – and drive topline revenue.

- Simplify and automate job distribution to maximize reach and results.

- Eliminate wasted job board spend on candidates you don't need.

We can help you fill more of your open job orders, faster – without spending more!

GET WITH THE PROGRAM

Schedule your free, no-obligation consultation with one of our performance marketing specialists.

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