

# INSIGHTS REPORT



# 2021

---

## Staffing Industry Job Advertising Survey

BROUGHT TO YOU BY



# About Haley Marketing

Founded in 1996, Haley Marketing is the largest website development, social and content marketing firm serving the temporary staffing and executive recruiting industries.

Over the past 25 years, we have steadily grown our team, our offerings and our client base. Today, we proudly serve more than 1,400 staffing and recruiting firms, ranging from solo recruiters to larger staffing and recruiting organizations with regional, national and international offices.

**Our mission is to make great marketing more affordable for clients, helping them to stand out, stay top-of-mind and sell more. For more information about our company or our services, visit [www.haleymarketing.com](http://www.haleymarketing.com).**

## NOTES:

- Survey data was gathered and compiled prior to the second federal economic stimulus package provided as the nation and businesses continued to recover in the wake of the COVID-19 pandemic.
- Due to skip patterns, skipped questions and survey drop-out, some questions were not answered by every respondent. For each question, we included the total number of responses; percentages are based on the number of respondents who completed each question.

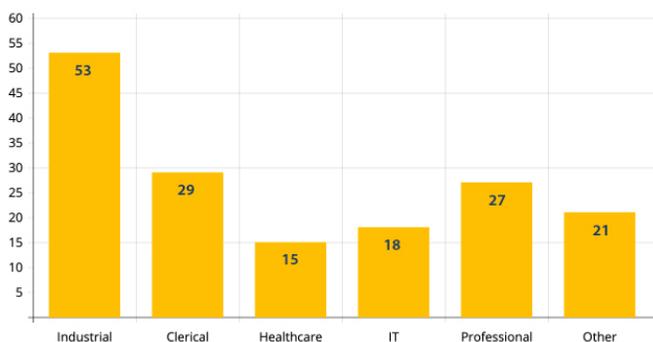
# About this Study

During the first quarter of 2021, Haley Marketing conducted an online survey of staffing industry professionals to find out what works best when it comes to job advertising. We took an in-depth look at which job boards and online platforms are most effective, job advertising spending trends, sponsored jobs, satisfaction levels with the quality and quantity of candidates coming from advertising, and the emerging trend of programmatic advertising. The survey was completed by 167 individuals located throughout the U.S. representing a wide range of staffing specialties and company sizes.

## Respondents' Industries and Staffing Services

The majority – more than 53% – of our survey respondents work in the industrial sector, followed by the clerical, healthcare, IT and professional sectors. Within these areas, temp-to-hire positions are those most frequently being recruited to fill, followed by direct hire and temporary roles. More than half – 54.5% – of respondents work for organizations with under \$10 million in annual revenue, followed by nearly 20% whose companies realize annual revenue of between \$10 million and \$25 million.

### Q: WHAT IS YOUR AREA(S) OF FOCUS?



### Q: WHAT TYPES OF POSITIONS DO YOU MOST FREQUENTLY RECRUIT FOR?



# INDEED continues to lead the way in job board usage.

Nearly 77% of 130 survey respondents indicated that Indeed is their go-to source for job advertising.

77%



**Indeed**  
(130 respondents)  
at nearly 77%.

28%



**Craigslist**  
(47 respondents)  
at just under 28%.

55%



**Facebook Jobs + LinkedIn**  
(92 respondents) (93 respondents)  
virtually tied at approximately  
55% of responses.



25%



**CareerBuilder**  
(43 respondents)  
at 25.44%.

50%



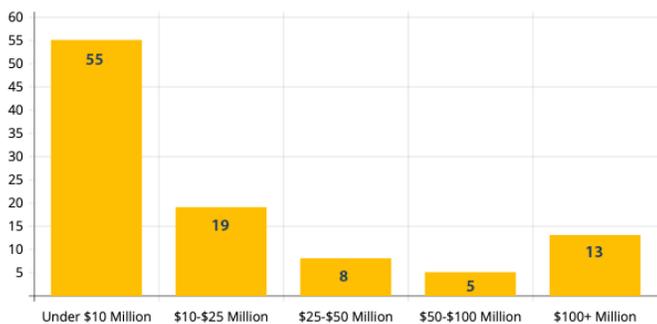
**ZipRecruiter**  
(83 respondents)  
at just under 50%.

17%



**Monster**  
(30 respondents)  
at 17.75%.

## Q: WHAT IS YOUR TOTAL COMPANY ANNUAL REVENUE?



## Q: WHICH JOB BOARDS DO YOU CURRENTLY USE? (check all that apply)

| Answer Choices                 | Responses | Count      |
|--------------------------------|-----------|------------|
| Indeed                         | 76.92%    | 130        |
| ZipRecruiter                   | 49.11%    | 83         |
| LinkedIn                       | 55.03%    | 93         |
| Career Builder                 | 25.44%    | 43         |
| Monster                        | 17.75%    | 30         |
| Craigslist                     | 27.81%    | 47         |
| Facebook Company Page          | 0.00%     | 0          |
| Facebook Jobs                  | 54.44%    | 92         |
| Don't Currently Use Job Boards | 4.14%     | 7          |
| Other (please specify)         | 20.12%    | 34         |
| <b>Answered</b>                |           | <b>169</b> |



## The Perfect Storm

Recruiting top talent has never been easy. But in 2021, amidst continued uncertainty about what business and the world overall will look like post pandemic, many staffing professionals are calling talent sourcing and acquisition downright impossible. There are a number of challenges, each of which would constitute a major hurdle on its own. Together, they are coming at firms like a tidal wave – and leaving recruiters desperate to swim, before they sink.

Here's what's making it so tough, and costly, to fill open positions:

- Jobs are back. The U.S. economy gained more than 2 million jobs in the first four months of 2021, and [U.S. job postings on Indeed](#) were up 28.6% from February 2020. Leading the surge were production and manufacturing jobs, which were up more than 75%.
- Unemployment is dropping. While the nation is still not back to pre-pandemic levels, as of the time of this writing, [U.S. unemployment is at 5.8%](#). It soared to the 1% range in April 2020, immediately after the world's economy came to a COVID-induced halt. Prior to that, unemployment had remained steady at below 4% for several months.

While these two trends are positive, employers seeking to fill business-critical roles are dampened by this harsh reality: People have numerous reasons not to go back to work. Even as vaccines are rolled out, fear and uncertainty remain strong about whether the pandemic threat is really over. And even if the first coronavirus nightmare has been eradicated, will there be another one?

While some pandemic-related financial benefits are expiring, they have been keeping people financially comfortable. These include:

- Federal stimulus payments of \$1,400 person
- \$300/week extended unemployment benefits
- \$10,200 in unemployment benefits not taxed
- Health insurance subsidies

As employers continue to pivot and meet ever-changing business needs, recruitment advertising needs and trends are likewise likely to evolve.

# Section 1:

## JOB BOARDS AND ADVERTISING



### Job advertising? Meh.

Our survey responses start out on a low note when it comes to job advertising in general. It has to be done, but perhaps attributed to the overall chaos and uncertainty of the past year, satisfaction with job advertising results is mixed.

When asked to rank their satisfaction levels on a scale of one to five stars, with five being highest, 77% of responses fell below a three, and 37% checked in at less than two stars.

**Q:** HOW SATISFIED ARE YOU WITH YOUR JOB ADVERTISING RESULTS?



### Want to take your job advertising from “meh” to “WOW”?

Learn more about the language of programmatic, as well as the most effective job advertising strategies and tactics for your business – so you can achieve the results you need:

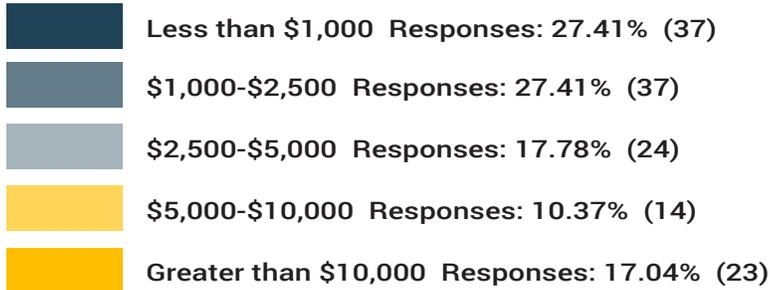


- **Job Advertising – A Glossary of Terms (blog post)**  
[\[https://www.recruitmentmarketers.com/2020/11/16/job-board-advertising-glossary-terms/\]](https://www.recruitmentmarketers.com/2020/11/16/job-board-advertising-glossary-terms/)
- **Four Common Questions About Job Advertising (8-minute video)**  
[\[https://lunchwithhaley.com/2020/12/21/four-common-questions-about-job-advertising/\]](https://lunchwithhaley.com/2020/12/21/four-common-questions-about-job-advertising/)
- **Four Common Questions About Outsourcing Your Job Advertising (12-minute video)**  
[\[https://lunchwithhaley.com/2020/12/21/four-common-questions-about-outsourcing-your-job-advertising/\]](https://lunchwithhaley.com/2020/12/21/four-common-questions-about-outsourcing-your-job-advertising/)

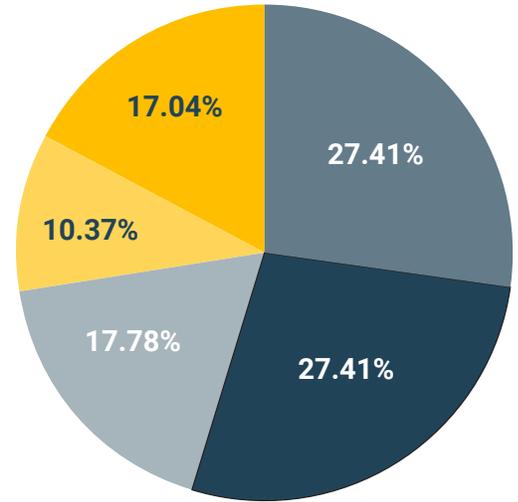
## Monthly job board spends trended low.

More than half (54%) of survey respondents reported that they were currently spending \$2,500 or less per month on job board advertising. Only 17% have been spending more than \$10,000 per month.

**Q:** WHAT WAS YOUR TOTAL AVERAGE JOB BOARD SPEND PER MONTH IN 2020?  
(to your best guess)



Answered 135; Skipped 34



Will this spending trend change this year, after all the uncertainty that has rocked the market and the global economy? It remains to be seen. But, more than 40 % of survey respondents think they'll keep things right about where they are, going forward.

**Q:** IN 2021, HOW WILL YOU CHANGE YOUR AVERAGE MONTHLY JOB BOARD SPEND?

| Answer Choices                                | Responses |
|---|-----------|
| We Will Increase by More Than 25%             | 4.44% 6   |
| We Will Increase 11-25%                       | 11.11% 15 |
| We Will Increase 5-10%                        | 17.78% 24 |
| We Will Make a Modest Increase of 5 % or Less | 14.8% 20  |
| We Will Keep Our Budget the Same              | 41.48% 56 |
| We Will Make a Modest Decrease of 5% or Less  | 3.70% 5   |
| We Will Decrease 5-10%                        | 2.22% 3   |
| We Will Decrease 11-25%                       | 1.48% 2   |
| We Will Decrease by More Than 25%             | 2.96% 4   |

Answered: 135 • Skipped: 34

# Section 2:

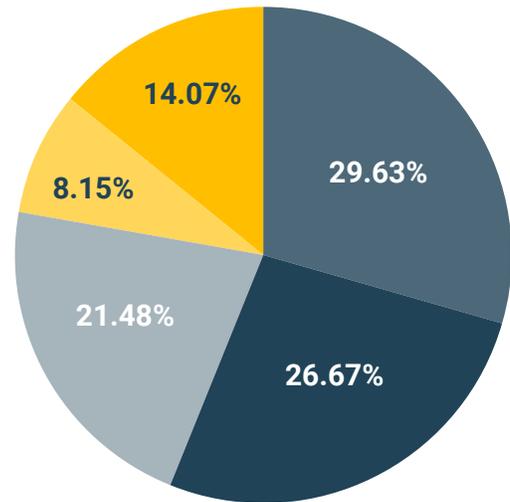
# 2

## JOB ORDERS: TO SPONSOR OR NOT TO SPONSOR...

The number of job orders open per month varied among survey respondents. Roughly 3 in 10 respondents, sponsor 0-20 orders per month. This was closely followed by 21 to 50 open orders on the part of 27% of respondents and 51 to 100 open orders on the part of 21.8% of respondents.

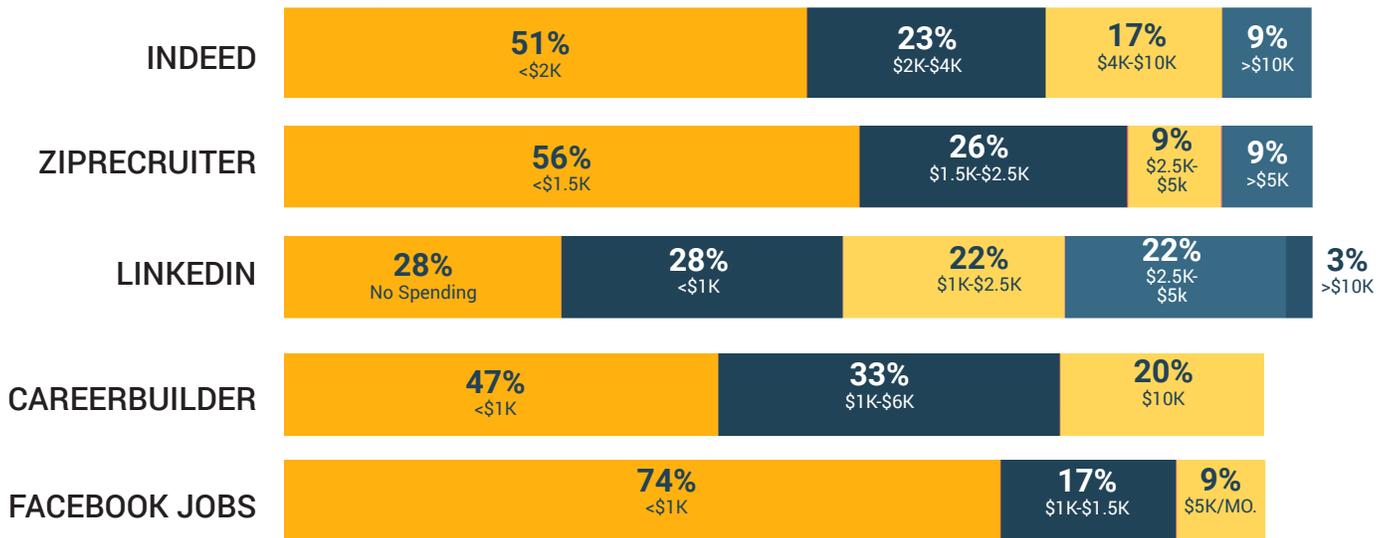
**Q:** HOW MANY JOB ORDERS DO YOU HAVE OPEN IN AN AVERAGE MONTH?

- 0-20 ORDERS Responses: 29.63% (40)
- 21-50 ORDERS Responses: 26.67% (36)
- 51-100 ORDERS Responses: 21.48% (29)
- 101-250 ORDERS Responses: 8.15% (11)
- 251+ ORDERS Responses: 14.07% (19)



Answered 135; Skipped 34

Knowing what the competition is spending helps sets budgets and helps staffing agencies know how much they need to allocate to stay in front of candidates in their local market. Here's a snapshot of the budgets survey respondents set for these major job boards:



## Indeed is the most popular choice for sponsored job listings.

When it comes to sponsored jobs, not surprisingly, survey responses mirror those of the number of job orders open. Indeed is again the job board of choice, with nearly three-quarters of survey respondents opting to utilize it – followed by LinkedIn, Facebook Jobs and ZipRecruiter.

A closer look at how many jobs companies are sponsoring revealed this breakdown among leading job boards:

- **On Indeed:** Of 49 total respondents, 36 are sponsoring 50 or fewer jobs per month.
- **On LinkedIn:** Of 33 respondents, 23 are sponsoring 25 or fewer jobs per month.
- **On Facebook Jobs:** 19 of 30 respondents said they were sponsoring 50 or fewer jobs per month.
- **On ZipRecruiter:** Of 25 respondents, 19 are sponsoring 60 or fewer jobs per month.
- **On CareerBuilder:** Of 16 respondents, 10 are sponsoring 50 or fewer jobs per month.
- **On Craigslist:** Of 14 respondents, nine are sponsoring 25 or fewer jobs per month.
- **On Monster:** There were only five responses, two of whom are sponsoring five or fewer jobs per month.

## Feelings on Sponsored Jobs Results Are Mixed.

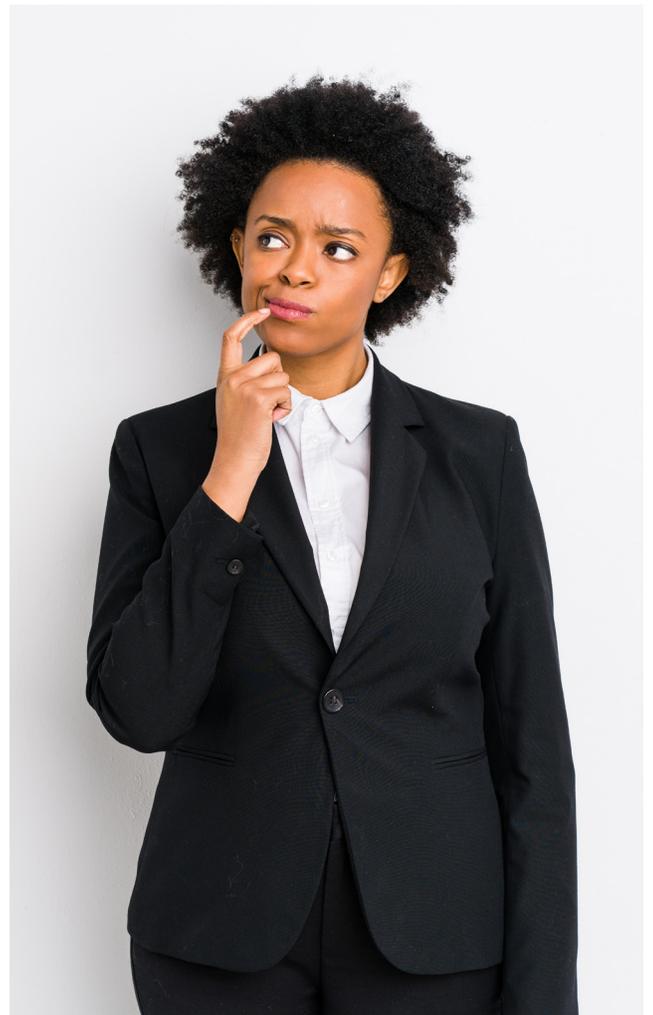
The level of satisfaction firms have with the quality and quantity of candidates gleaned from sponsored jobs varies.

**Q:** HOW HAPPY ARE YOU WITH THE QUALITY OF CANDIDATES FROM SPONSORED JOBS?  
(1 being very dissatisfied and 10 being very satisfied)

| Answer Choices | Responses |
|----------------|-----------|
| Indeed         | 5.58      |
| ZipRecruiter   | 5.45      |
| LinkedIn       | 5.60      |
| Career Builder | 4.85      |
| Monster        | 4.13      |
| Craigslist     | 3.65      |
| Facebook Jobs  | 4.79      |

**Q:** HOW HAPPY ARE YOU WITH THE QUANTITY OF CANDIDATES FROM SPONSORED JOBS?  
(1 being very dissatisfied and 10 being very satisfied)

| Answer Choices | Responses |
|----------------|-----------|
| Indeed         | 5.40      |
| ZipRecruiter   | 5.44      |
| LinkedIn       | 4.56      |
| Career Builder | 4.90      |
| Monster        | 3.40      |
| Craigslist     | 3.40      |
| Facebook Jobs  | 5.37      |



When asked, “What are your overall thoughts about sponsoring jobs on this job board?” responses ran the gamut:

- **Indeed:**
  - o “valuable” to “awful”
  - o “high quantity, low quality”
  - o “Works best for temp positions”
- **ZipRecruiter:**
  - o “Hit and miss”
  - o “We get a steady flow of candidates but the quality has declined during COVID though”
  - o “Better quality but not quantity of applicants”
- **LinkedIn**
  - o “LinkedIn results in over 50% over our placements. I don’t want to tell them that fact; however, we could not exist without them.”
  - o “OK, but place way more from LinkedIn Recruiter InMails”
  - o “Works best for direct hires”
- **CareerBuilder – “Was great, but seems to be diminishing a bit”**
- **Monster – “Only use the database, job posts are useless”**
- **Craigslist – “crapshoot” to “varies by location. Works sometimes and inexpensive”**
- **Facebook Jobs**
  - o “Consistent quantities, inconsistent quality”
  - o “We get a ton of apps but then they ghost us”
  - o “Cost-effective but time-consuming”

So, it’s clear the jury is still out when it comes to sponsored jobs and where they fit into employers’ recruitment strategies.

## Looking for ways to boost your recruitment advertising results?

Watch Four Ways to Get More ROI from Job Board Spend (7-minute video)

<https://lunchwithhaley.com/2020/12/21/four-ways-to-get-more-roi-from-job-board-spend/>



# Section 3:

## PROGRAMMATIC JOB ADVERTISING: SAY WHAT?

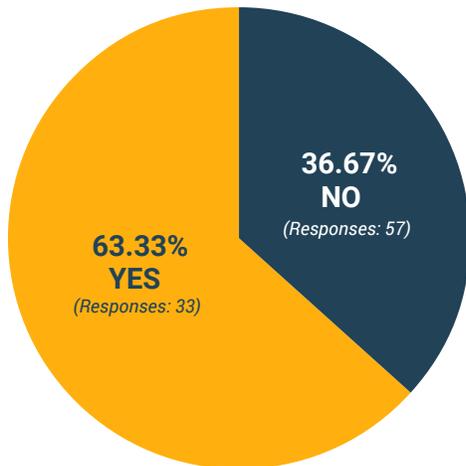
# 3

### Programmatic is still largely unknown in staffing.

Although the technology has been around for years, programmatic is the new kid on the block in the staffing industry. More than 63% of survey respondents had never heard of it, and only about 3 in 10 had actually used it.

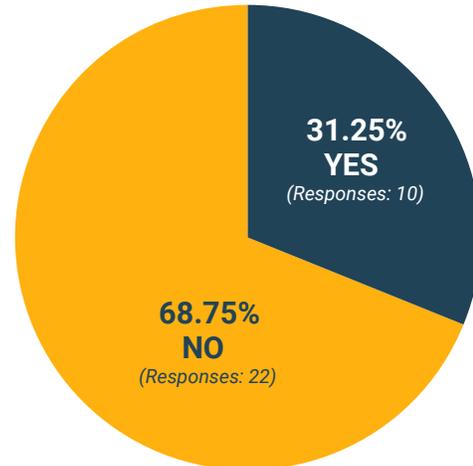
### Trends In Recruitment Advertising In The Staffing Industry

**Q:** HAVE YOU HEARD OF PROGRAMMATIC JOB ADVERTISING?



Answered: 90 | Skipped: 79

**Q:** HAVE YOU USED PROGRAMMATIC JOB ADVERTISING?



Answered: 32 | Skipped: 137

**Q:** WHICH PROGRAMMATIC VENDORS HAVE YOU HEARD OF? *(check all that apply)*

| Answer Choices                     | Responses |
|------------------------------------|-----------|
| Haley Marketing                    | 78.13% 25 |
| Appcast                            | 40.63% 13 |
| Recruitics                         | 21.88% 7  |
| PandoLogic                         | 12.50% 4  |
| Joveo                              | 9.38% 3   |
| None                               | 6.25% 2   |
| Other (please specify)             | 6.25% 2   |
| <b>Answered: 32 • Skipped: 137</b> |           |

## But programmatic is here to stay.

Despite this low recognition rate, it's evident that programmatic job advertising will be among the waves of the future. It has already proven effective for determining the best job boards to use, driving applications and providing a better means of tracking spending.

### Q: PROGRAMMATIC ADVERTISING HELPED ME *(check all that apply)*

| Answer Choices  | Responses |
|---|-----------|
| Decrease My Overall Job Board Spend                         | 20.00% 2  |
| Discover Which Job Boards Were Most Effective               | 50.00% 5  |
| Drive More Applications                                     | 50.00% 5  |
| Increase the Quality of Applications                        | 30.00% 3  |
| Improve My Time to Fill With Job Openings                   | 10.00% 1  |
| Better Track My Job Board Spend                             | 40.00% 4  |
| Better Adjust My Recruitment Spend to Open Job Orders       | 30.00% 3  |
| Fill More of My Open Job Orders                             | 10.00% 1  |
| Reduce the Time Spent Posting and Monitoring Sponsored Jobs | 30.00% 3  |
| None of the above   | 20.00% 2  |
| <b>Answered: 10 • Skipped: 159</b>                          |           |

### Q: PROGRAMMATIC ADVERTISING DID NOT HELP ME *(check all that apply)*

| Answer Choices  | Responses |
|---|-----------|
| Decrease My Overall Job Board Spend                         | 20.00% 2  |
| Discover Which Job Boards Were Most Effective               | 10.00% 1  |
| Drive More Applications                                     | 20.00% 2  |
| Increase the Quality of Applications                        | 50.00% 5  |
| Better Track My Job Board Spend                             | 10.00% 1  |
| Better Adj. My Recruitment Spend to Open Job Orders         | 0.00% 0   |
| Fill More of My Open Job Orders                             | 30.00% 3  |
| Reduce the Time Spent Posting and Monitoring Sponsored Jobs | 10.00% 1  |
| None of the above   | 30.00% 3  |
| <b>Answered: 10 • Skipped: 159</b>                          |           |



## New is scary. But scary can be good.

Those who haven't tried programmatic advertising yet report some uncertainty about pricing, budgets, and the potential return on their investment:

- "Pricing too high."
- "(We are) too small. Spend is not there."
- "Seems like a hassle and not worth the money."
- "Not sure if it's effective – and associated costs."
- "Cost – and some concern about the concept internally."
- "Would like to learn more."

Many of these reasons are understandable. Change is scary, and the very phrase "programmatic job advertising" can be intimidating. But, once you understand the basics and learn more about its advantages, programmatic can make it dramatically easier – and more cost-effective – to recruit the qualified candidates you need (especially in today's market).

## Ready to learn more about programmatic – and how it can improve your recruiting?

Use these helpful sources:

- **Understanding Programmatic Ad Buying (webinar)**

[<https://lunchwithhaley.com/2018/08/28/understanding-programmatic-ad-buying/>]

- **How Programmatic Job Advertising Drives More Applications...to More of Your Jobs (webinar case study)**

[<https://lunchwithhaley.com/2019/06/18/programmatic-job-advertising/>]

- **Programmatic Job Advertising – What the Heck Is It and Why You Need It (blog post)**

[<https://www.haleymarketing.com/2018/07/16/programmatic-job-advertising-what-the-heck-is-it-and-why-you-need-it/>]

- **Two Ways Programmatic Job Advertising Works for the Staffing Industry (blog post)**

[<https://www.recruitmentmarketers.com/2020/10/26/programmatic-job-advertising-success-staffing-industry/>]

- **Job Slots vs. Pay-Per-Click vs. Programmatic – What Are the Benefits to Each One? (blog post)**

[<https://www.recruitmentmarketers.com/2020/10/05/benefits-job-slots-ppc-programmatic/>]



## So, what's the bottom line when it comes to job advertising, circa 2021?

Like so many aspects of the business and recruitment world during the past year, to paraphrase the iconic John Lennon, nobody told us there'd be days like these...strange days indeed!

But the global economy is beginning to crawl out from under the tsunami that has been COVID-19. With this recovery naturally comes uncertainty and – one might speculate – a certain hesitancy to dive into anything new just yet.

- While programmatic advertising offers a plethora of plusses for getting your open jobs seen by desired candidates – and more importantly, calling them to action – fewer than 40% of survey respondents had even heard of this tactic.
- This hesitancy to embrace programmatic is completely understandable given all the economy has been through during the past 15 months – and programmatic advertising's newness in the world of recruitment marketing.
- If you fall into the majority of business leaders who still need to navigate through its basic parameters, commit to educating yourself – and work with a partner you can trust.

## Let's make the second half of 2021 great, together.

Our recruitment marketing experts can help you:

**Save time. Reduce wasted spend. Improve ROI.**

**And get the RIGHT people applying to your jobs.**



## FREE Recruitment Marketing Review

Here's what you'll get:

- Ideas to maximize response on your website.
- Strategies to increase people applying to your job ads.
- Tips to improve your social recruiting.
- Feedback on your employment brand.

Contact us today for your review...did we mention it's free?

1.888.696.2900 | [info@haleymarketing.com](mailto:info@haleymarketing.com)



Make Haley Marketing your recruitment marketing partner. Get started today.

1.888.696.2900 | <https://www.recruitmentmarketers.com>