



Recruitment advertising overview: Will it ever recover?

February 9, 2010

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Will it ever recover?

Yes ...

... if you're talking
'big picture'

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Will it ever recover?
No ...
... if you
think like a newspaper

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And then...

The screenshot shows the aimgroup.com website interface. At the top, there is a navigation bar with links for Home, About Us, Products & Services, and Contact. Below this is a main menu with categories: BUILDING SALES, BUILDING AUDIENCE, STRATEGY, REAL ESTATE, AUTOMOTIVE, RECRUITMENT, MARKETPLACE, and PUBLICATIONS. The main content area features a news article titled "Monster acquisition of HotJobs would propel it back on top in traffic". The article is dated 02/03/10 and was posted by Jim Townsend on 02/03 at 09:23 PM, with an update on 11:20 EST 02/03/10. The article text states: "It was really only a matter of when: Monster Worldwide said it would buy HotJobs from Yahoo for \$225 million in cash, in an acquisition expected to close by the third quarter." On the left side, there is a "CHANNELS" sidebar with a list of categories including Home, Building Sales, Building Audience, Strategy, Real Estate, Automotive, Recruitment, Marketplace, and Publications. On the right side, there is a "WHAT WE" sidebar with text about AIM Group's engagement, proprietary strategy, new product programs, shopping, advertising, recruitment, and merchandise.

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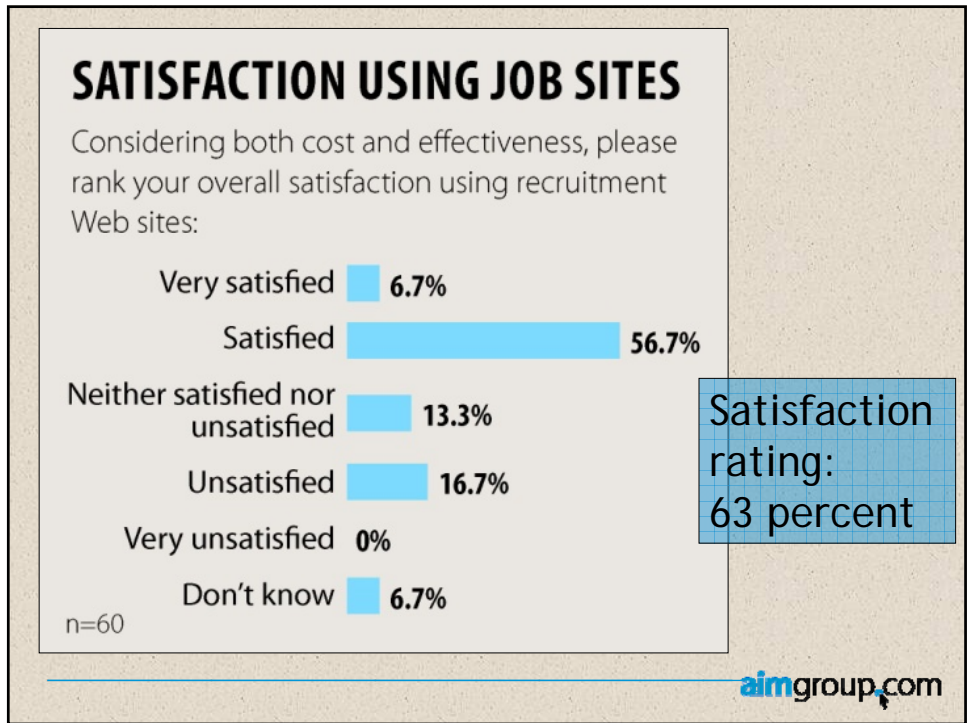
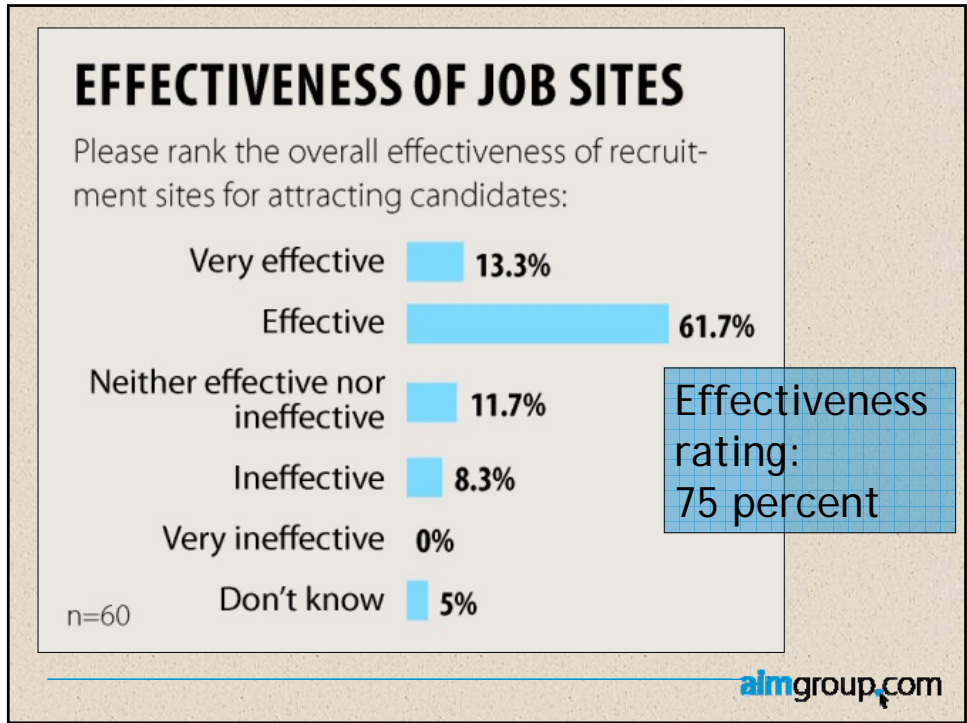


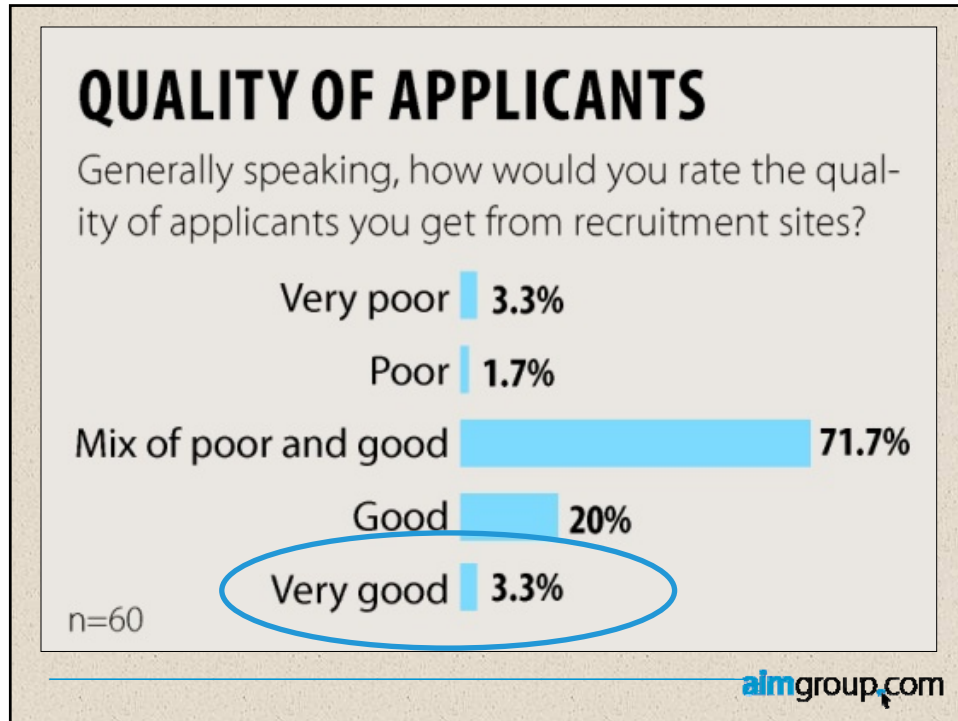
ALTERNATE RECRUITING METHODS ONLINE

As a recruiter/HR manager, these days you have many online options. Some are relatively new and relatively untested. Of the choices listed below, please indicate which you've tried and what your experience has been:

	Haven't tried it	Tried it but wasn't satisfied with the results	Tried it and it's OK, but not great	Use it all the time with mixed results	Use it and it's great for bringing in qualified applicants
Free-ad sites (i.e., Craigslist, Kijiji, GumTree)	33.9%	7.1%	28.6%	25.0%	5.4%
Search-marketing (i.e., Google AdWords, Yahoo)	41.8%	7.3%	23.6%	21.8%	5.5%
YouTube	91.1%	1.8%	5.4%	1.8%	0.0%
Other online video marketing	82.1%	1.8%	5.4%	8.9%	1.8%
Virtual worlds (i.e., Second Life)	96.5%	3.5%	0.0%	0.0%	0.0%
Mobile text-message marketing	82.5%	1.8%	10.5%	5.3%	0.0%
Advertising in prominent blogs	83.9%	5.4%	5.4%	5.4%	1.8%
Advertising across online social networks	57.1%	5.4%	17.9%	16.1%	3.6%
General-purpose social networks (i.e., LinkedIn, Facebook, MySpace)	30.4%	10.7%	16.1%	28.6%	16.1%
Niche social networks (i.e., trade groups, alumni)	27.3%	5.5%	25.5%	25.5%	16.4%
Direct E-mail marketing	32.7%	12.7%	21.8%	25.5%	7.3%
Other (please specify)	77.8%	0.0%	11.1%	11.1%	0.0%

n=57





The message in
all of those stats?
... You'd better not be
thinking
like a newspaper!

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How many of you ...



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Do you really *know* ...?

- ... what your prospects need?
- ... what they're using now?
... if anything?
- ... who your top prospects are?
- ... who's hiring now?
- ... who's likely to *start* hiring?
- ... how you can jumpstart it?

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Ten *musts* for 'Recruitment advertising: On the rebound!'

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'Must' No. 1

Sell online first!

- It's what advertisers want!
- Focus on value proposition
- Print is bundled ...
... or it becomes the *upsell*
- Online features: Upsells too

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'Must' No. 2

Make online work

- The best possible features
- TopJobs is a *must* - upsell it
- Job widgets on local sites
- **Maintain critical mass!**
- ~~Strong resume database~~

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'Must' No. 2

Make online *work*

- Offer videos ... right
- App: Mobile compatible
- Virtual career fairs
- Site-based career fairs
- Effective SEO / SEM

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'Must' No. 3

All about '*integrated*'

- Online plus print ... plus ...
- Targeted e-mail blasts
- Career fairs (online / site)
- Offer videos ... *right way*
- Remember: 'War for talent'

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'Must' No. 4

Emphasize self-service
- but you must *sell* it!

- First: Does it work well?
 - If not, FIX it!
- Direct mail is critical
- Outbound calling, too

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'Must' No. 5

Print ads are 'branding'
... online ads are listings

- Package print as display ads
- Silver / gold / platinum
- Liners still run if requested

... but *no abbrevs!* aimgroup.com

'Must' No. 6

The 'KISS' rule

- Packages: Simple, smart
- Don't need an MBA to buy
... or sell!
- Silver / gold / platinum
- Now make it *easier!*

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'Must' No. 7

Take advantage of your strengths

- Local ... local ... local ...
- Strong sales team -
both *outside* and *outbound*
- Local job / employer info

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'Must' No. 8

Promote *local* content

- Current news on hiring,
employers, layoffs, economy
- Top 50 employers
- Static lists and content
 - Link to unemployment office, info
- Links to daycare, mom site

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'Must' No. 9

Local branding counts ...
even with national branding

- Local *matters* locally
- National brands change
- Build their brand? Or yours?

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And now ...
... the 'money shot'

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'Rebound special'

- Jumpstart hiring (and ads)
- Small businesses only
- 'Platinum' package at a very low price (50% off)
- 25% off for *next* job post within 90 days

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'Rebound special'

- Delivers great results
- Renews interest in your ads
- Introduces new structure
- Positions online first
- Supports local economy and job-seekers

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'Must' No. 10

This may seem
radical, but ...

- SELL!
- SELL!
- SELL!

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Courtesy: AdMall

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About us ...

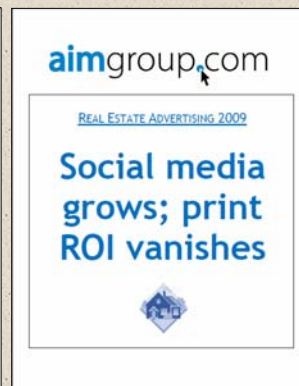


is now...



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The giveaway ...



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Your turn ... Q & A

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Thanks to SNA
... and all of you!



shannonk@aimgroup.com
207-354-7073

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Linkedin.com/in/shannonkinney
Facebook.com/shannonkinney

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