

attnHR Job Marketing

<http://www.davis.jobs/solutions/jobmarketing.htm>

Combine the marketing power of **Facebook, LinkedIn, Twitter, Google AdWords, Indeed, SimplyHired** and **craigslist** to target candidates for your hard-to-fill job openings.

1. **attnHR Job Marketing** begins with a professionally designed landing page that reflects your employer brand and provides metrics via **Google Analytics**.
2. We drive traffic to your landing page through a combination of paid advertising, sponsorships and organic results on **craigslist, Facebook, Google AdWords, Indeed, LinkedIn, SimplyHired** and **Twitter**.
3. Your account manager will monitor your results on a daily basis and continually refine/optimize your recruitment marketing campaign.



Your landing page presents your "selling proposition" in a logical sequence.

attnHR Job Marketing Services Targeting, Creative, Management & Metrics

Our account managers have extensive training and support to ensure your **attnHR Job Marketing** campaign is successful. They are responsible for managing all facets of your campaign.

- **Landing Page** – Your landing page will be written, designed and programmed by professionals who understand search optimization and persuasive recruitment marketing language.

Davis Advertising Inc.

Copyright 2011 Davis Advertising Inc. All rights reserved.

COMPARE SERVICE PACKAGES

attnHR **\$325**

- Sponsored job listing on **Indeed, SimplyHired** and **craigslist**
- Promotion via **Twitter**

attnHR Plus **\$625**

- Sponsored job listing on **Indeed, SimplyHired** and **craigslist**
- Promotion via **Twitter**
- Choice of **LinkedIn, Facebook** or **Google**

attnHR Premium **\$1,025**

- Sponsored job listing on **Indeed, SimplyHired** and **craigslist**
- Promotion via **Twitter**
- **LinkedIn, Facebook and Google**

- **Targeting** – We'll create a candidate profile and define targeting options for **LinkedIn, Facebook** and **Google AdWords**.
- **Creative** – **LinkedIn, Facebook** and **Google AdWords** all use some form of "text ads" that link to a landing page. We'll create separate text ads (often using A/B testing) for each demographic target. Text ads should be candidate-focused and possess a high degree of visual magnetism.
- **Campaign Management** – **LinkedIn, Facebook** and **Google AdWords** provide a variety of tools, including A/B testing, geographic/demographic targeting, cost-per-impression/cost-per-click (CPM/CPC) pricing models, and scheduling and language options.
- **Metrics** – **LinkedIn, Facebook** and **Google AdWords** all provide some form of on-site analytics that detail the number of clickthroughs (CTRs) and clickthrough rates. Your **attnHR** landing page includes **Google Analytics**, which provides detailed metrics on unique visitors, traffic sources and clickthroughs to the employer site or ATS/HRIS application.

Winning on Google

More job seekers begin their job search on **Google** than with any other resource. Worldwide, **Google** handles over 105 million jobs-related searches each month. In the United States, **Google** handles over 45 million jobs-related searches each month.

Studies have shown that the top result in **Google** search results generally receives twice as many clickthroughs as the second listing and almost three times as many clickthroughs as the third result. The two sites that are the clear leaders in **Google** search results are **Indeed** and **SimplyHired**.

According to our **2nd Annual Job Board SEO Survey**, two of the sites included with our **attnHR Job Marketing** service (**Indeed** and **SimplyHired**) are the top result in over 60% of all jobs-related Google searches.

2nd Annual Job Board SEO Survey¹ – 2011

Job Board/ Aggregator	Top Google Listing (625 job searches)	Top Google Listing (Percentage)	Increase/Decrease Since 2010
Indeed	251	40.16%	45.09%
SimplyHired	127	20.32%	73.97%
CareerBuilder	77	12.32%	-45.00%
Monster	29	4.64%	-21.62%
craigslist ²	13	2.08%	-48.00%
attnHR Sites ³	391	60.48%	44.28%

1. Measures **Google** search engine optimization (SEO) results for 625 unique job search queries.

2. According to **Google's DoubleClick Ad Planner**, **craigslist** is the 10th most-frequently visited site on the Web with more than 28 million visitors. **craigslist's** poor showing in **Google** search results reflects the consideration that **craigslist** does not attempt to influence search results via search engine optimization.

3. **attnHR sites** combine **Indeed**, **SimplyHired** and **craigslist** into a single entity.

Winning on Social Networks and Search Engines

There is little doubt that the combination of **Indeed**, **SimplyHired** and **craigslist** is the best way to reach active job seekers. However, active job seekers only constitute 15% of the total workforce. Studies have shown that 65% to 75% of *poised workers* (people who are not actively looking for a job) would be willing to switch if the right opportunity were presented to them.

Until the emergence of search engines and social networks, there was no cost-effective way of targeting and communicating with *poised workers*. **Google**, **Facebook** and **LinkedIn** make it possible to geo-target almost any occupational demographic.

Facebook, **LinkedIn** and **Google AdWords** provide different ways to target your audience:

- **LinkedIn's** profiling tools focus on professional attributes (e.g., job title, employer).
- **Facebook** leverages its demographic data (e.g., degree, university, age, interests).
- **Google AdWords** utilizes keywords from Google searches.

attnHR Job Marketing leverages the unique strengths of each of these sites to create highly-targeted job marketing campaigns (text ads linked to custom-designed landing pages) that are customized to your unique hiring situation.



Scan to visit
attnHR Job
Marketing
on the Web.

For more information,
please contact
Chris Taylor, Vice President
at 610-227-0407 or e-mail
ctaylor@davis.jobs.

Davis Advertising Inc.
One Bala Plaza, Suite 640
Bala Cynwyd, PA 19004

<http://www.davis.jobs>