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# Using Digital Advertising To Target Job Candidates

Oct. 19, 2023

# About me



- President and lead consultant, Dot Org Solutions
- More than 30 years of experience in marketing, planning and operations
- Frequent blogger, presenter and writer on marketing and leadership
- B.S. in Journalism, Bowling Green State Univ. (OH)
- Graduate, Goldman Sachs 10KSB Program
- Data and tech nerd

# Prior session recap

- Today's job seeker has control, but is distracted, influenced and impatient
- Hiring teams must adopt a marketing mindset
- Solid personas are essential to hiring
- Your brand and personality help connect with potential hires
- Make it easy
- Measure, evaluate and iterate

# What we will cover today

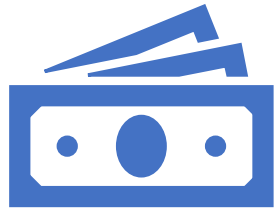
- Learn about the variety of available digital media opportunities (paid and organic)
- Discover what digital assets are needed to start a successful hiring campaign
- Understand how to leverage digital advertising to target job seekers
- Participate in a digital marketing planning exercise for their company



# Why digital marketing for hiring?

- US population
  - 6 ½ hours+ online daily - 2023
  - 2 hours on social media - 2023
  - 97% have cell phones (85% are smart phones) – 2023
  - 5 ½ hours on mobile device daily
  - 80% of job searches are online – 2022
  - 64% of job candidates research a company online – 37% will move on to another opening if they cannot find information on the company
  - 79% of job seekers use social media in their search

# Types of paid digital for hiring



Pay-per-click  
(PPC)



Social Media



Over-the-top  
(OTT)



Connected TV  
(CTV)

# Types of organic digital



SEO for job listings



Organic social media posts



Employee advocacy and referrals



# Essential assets for successful hiring campaigns



Compelling job listings



Strong career landing pages



Engaging videos and visuals



Testimonials and employee stories



Call-to-action (CTA) elements

# Compelling job listing

- Showcase your company
- Highlight culture & success
- First few sentences matter
  - Brag a little
- Be inclusive
  - Avoid jargon or things that may turn off certain job seekers
- Be clear
- Be brief – eliminate the unnecessary

# Compelling job listing

## Original

Dot Org Solutions is seeking a talented and energetic graphic designer to join our team. This is an excellent opportunity for a creative professional looking for an opportunity to work under experienced leadership, further develop a company brand and work on a variety of creative projects that benefit the nonprofit sector.

As a member of Dot Org's creative team, this individual will work in a fast-paced environment and must be able to interpret creative briefs and manage multiple projects from concept through completion for a variety of clients. The graphic designer must be knowledgeable about design principles and trends and have previous experience developing creative for a variety of cross-channel content.

This individual must also have extensive knowledge of Adobe Create Suite, possess excellent communication skills and be a team player with a positive attitude. This position requires outstanding attention to detail, strong collaboration with copywriters/project managers, and the ability to deliver compelling creative daily.

## Revised

Are you a passionate and imaginative graphic designer ready to embark on a journey with an innovative company that thrives on creativity, teamwork, and making a difference in the nonprofit sector? Look no further than Dot Org Solutions!

At Dot Org Solutions, we're more than just a workplace - we're a close-knit family that values creativity, giving back to our local communities and continual learning. Our core values are the foundation of everything we do, and they're what set us apart in the industry. You can explore these values further on our website [here](#).

### Why Dot Org Solutions?

Imagine yourself working in an environment that fosters growth and innovation. With experienced leadership to guide you, you'll have the opportunity to shape our company's brand and work on a diverse range of creative projects. Here, your ideas matter, your talent shines, and your work makes a positive impact.

# Strong career landing pages



Do you offer what I want/need?



Is the job description clear?



Do you have similar values to mine?



Can I see myself working here?



Why should I choose you?



Is it clear to me what you do at your company?



Is it easy for me to apply or contact someone for information?

## Suggested career pages

[Akron Children's Hospital](#)

[Giant Eagle](#)

[Plantsome](#)

[Slack](#)

[Synthomer](#)

[Youth Villages](#)

[Zekelman Industries](#)

# Engaging video and visuals

Great hiring content helps:

- attract the right audience
- engage the right audience
- improve search ranking for your company
- showcase your company brand
- gets your audience to act

Strong video, photography and graphic elements are worth the investment.

*60% of 5.18 billion internet users worldwide go online via mobile – spend 80% of that time engaging with short-form video*

*Consumers are 27x more likely to click on a video ad than static banner*

*Social media video has the highest ROI of all channels (YouTube is set to grow)*

*Source: [synthesia.io](https://www.synthesia.io)*

# Testimonials and employee stories

## Types of testimonials

- Video
- Photo
- Text from interviews
- Articles or blogs
- Social media posts
- Social media takeovers

## What to show

- Culture
- Why people want to work there
- Why people stay
- Product/service information
- Diversity and inclusion

## I enjoy my work because DCI...

### “ Has a Culture that Embraces Flexibility and Diversity of Thought



“Of all the many things that I appreciate about working at DCI Consulting Group, I think that the culture that we’ve built and are continuously building is what separates us from other organizations. It’s a **culture that embraces flexibility, celebrates diversity of thought** and approach, and one that makes it easier to come to work every day. It’s been an awesome 5 years and I’m excitedly looking forward to the next 5!” **Greg Cherestal**

### “ Values Their Employees

“DCI is a company that **values their employee’s** work-life balance and promotes a holistic person-centered approach to motivate one’s best work. Beyond all the amazing tangible company perks, my DCI colleagues are the best in the industry. Working side-by-side with DCI colleagues, we first listen to understand our clients’ needs and then provide customized multifaceted solutions. This same principle and approach is evident with DCI’s internal focus on our own needs as employees. DCI is of the highest caliber because civility is at the forefront of our employee experience.”

**Marcelle Clavette**



## WHAT'S A DAY-IN-THE-LIFE LIKE AT ALDI?

### HEAR IT FROM OUR EMPLOYEES!

The focus of our company is our people. Our employees are hardworking individuals and passionate team players. We care about each other, what we do and how we go about doing it. All for the common goal: to provide value and quality to our customers by being fair and efficient in everything we do.

Do you want to know what it's like working at one of the most dynamic and innovative grocery stores in the world? Hear it from our employees!



SHARE



### STORE EMPLOYEES



Meet Glenda: Store Associate 01:43



Meet Linda: Shift Manager 01:57



Meet Julian: Store Manager 02:02

### WAREHOUSE EMPLOYEES



Meet Jamie: Dry-Site Selector 01:46



Meet Eric: Perishable Receiver 01:50

NOW  
**HIRING**

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- Product Manager
- Digital Marketing Specialist
- Data Analyst


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*We're Hiring*

**Professional Chef**

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Spreetail's Cross Border team pursues new challenges every day, thinking big to solve problems for our vendor partners in China.

If you enjoy tackling new ideas to build successful partnerships, join Wenjing Cao on the Assortment Growth team: <http://ow.ly/egGh50K0rYk>



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**WEN CAO**  
Sr. Business Development Manager


我是Spreetail的高级采购经理  
I'm a Senior Business Development Manager at Spreetail

Spreetail's Cross Border Team: Wen Cao

 **Booz Allen Hamilton**  
July 15 at 8:51 AM · 


From building robotic dogs to driverless cars, our experts have been at the helm of this kind of technology since its conception and interns have a front-row seat for the journey. Learn more about the [#LifeatBooz](#) [#SummerGames22](#) program and the kind of unforgettable experiences and skills you can walk away with: <https://bit.ly/3Osh0Mf>



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[#SummerInternship](#)



**I'VE GAINED INVALUABLE ROBOTICS EXPERIENCE AT BOOZ ALLEN THAT I COULD NOT HAVE GOTTEN ANYWHERE ELSE**

**ALEXANDER HAILS**  
SUMMER GAMES INTERN



 21  1 Share

**What's it like working FOR US?**


**“**

**OLIVIA WILSON**  
KEY ACCOUNT SPECIALIST

This is the best job I've ever had. My manager truly cares about my success personally and professionally. In the last six months, my expertise has doubled and I wake up everyday excited to keep improving.

★★★★★

**”**



**APPLY TODAY**



# Call-to-action elements

- Easy to find
- Shows sense of urgency
- Short
- Bright color
- Relevant for platform
  - Email, social, website,
- Specific (call, email, stop in, schedule)



# Leveraging digital to target job seekers

- Identify your target audience
- Choose the right platforms and ad formats
- Set a budget and bidding strategy
- Monitor and optimize for better results



## Fabricator Frank

**Age:** 28

**Location:** lives by Akron plant

**Current income:** \$30,000 - \$35,000

**Education:** High school and specialty training certification



# Build Your Hiring Persona

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### What are they looking for in a job?

- Stability
- Opportunities for advancement
- Good pay and benefits
- Active work environment

### What are their challenges?

- Thinks applying for a new job will be difficult
- Doesn't have experience
- Doesn't have a professional-looking resume
- Needs work schedule to fit around his child's schedule

### What do they need to succeed at your company?

- Easy application process
- Well-organized onboarding process
- Stable schedule

### How do they communicate?

- Prefers texting over phone calls
- Active on Instagram
- Uses email occasionally
- Doesn't use traditional mail often

### Where do they get their information?

- Uses Google for most information searches
- Will also go to his friends/family for information

### How do you meet them?

- He notices an ad for your company on Instagram
- Applies online

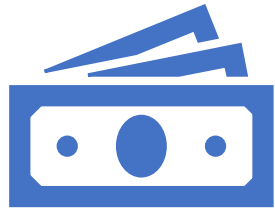


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# Choosing the right ad platform and format

- Target persona(s)
- Budget
- Single hire or ongoing hiring
- Industry/competition
- Available/needed assets – video, photo, graphics, landing pages, revised job descriptions, testimonials, etc.

# Average costs of paid digital\*



## Pay-per-click (PPC)

*Varies based on industry  
Avg. \$3--\$6  
(\$10-\$15 or higher in certain industries)*



## Social Media

*FB \$.26-\$.30 per click  
LinkedIn \$5-\$10 per click  
TikTok \$10-\$30 CPM*



## Over-the-top (OTT)

*\$25-\$40 CPM  
YouTube \$20-\$25 CPM*



## Connected TV (CTV)

*\$35-\$65 CPM*

*\* These costs are for ad placement only. Content, creative and ad set up aren't included. Costs may be higher based on industry and timing.*

# Setting your budget

## Facebook/Instagram

- Tend to be cheapest
- Passive or non searchers, limited targeting

## LinkedIn –ads and paid jobs

- Good for active searchers, better targeting, can be more expensive

## Google Search

- Good for active searchers, keyword driven, cannot target by zip code

## Google Display

- Will spend what you allocate
- Passive or non searchers, limited targeting

## OTT, CTV

- Passive or non searchers, longer attention span, can be affordable

## Other social – TikTok, X

- Limited targeting
- Need to have specific audience

# Monitor and optimize

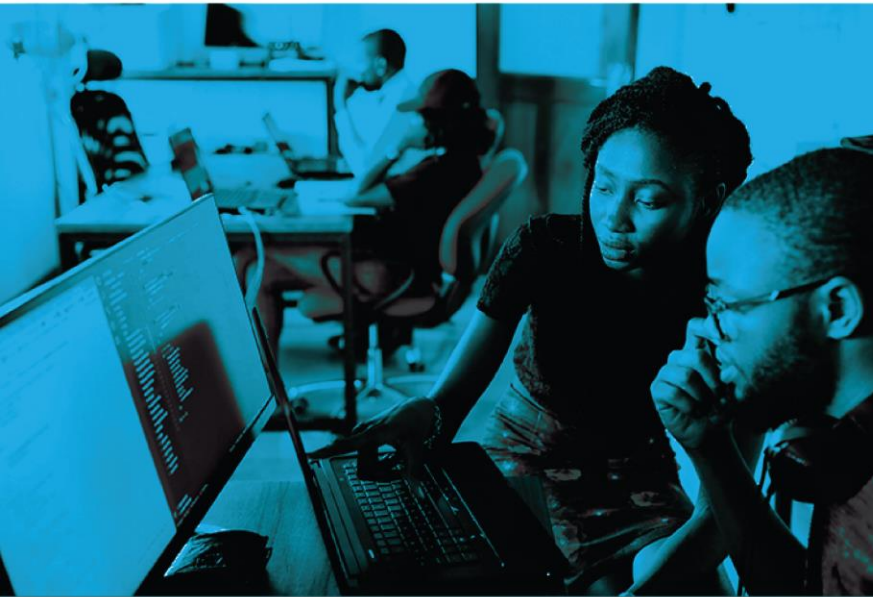
- Measure what matters
- Use data to make informed decisions
- Continuously iterate and improve





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# ACTIVITY: Build a digital marketing campaign for hiring





# Activity

- Identify Your Target Audience: Using what you've learned about building a hiring persona, jot down key characteristics of your ideal job candidate.
- Choose Platforms: Based on your target audience, decide on two-to-three digital platforms where you believe your audience is most active.
- Using a budget of \$1000, decide how you would distribute this amount across the chosen platforms.
- Craft a CTA: Write a compelling CTA for your job ad.

# Recap

- People are online all the time – digital is essential
- Plan based on personas
- Strong content across the board is critical – not just about posting ads
  - Content strategy is needed
- Video is essential to content strategy
- Don't forget the CTAs
- Leverage the stories of your happy employees

# Resources

## Zippia: Social media recruitment stats

- <https://www.zippia.com/advice/social-media-recruitment-statistics/>

## Pew Research: Internet and technology

- <https://www.pewresearch.org/topic/internet-technology/Stonybrook>

## Sprout Social

- <https://sproutsocial.com/insights/hiring-post-examples/>

# Upcoming sessions

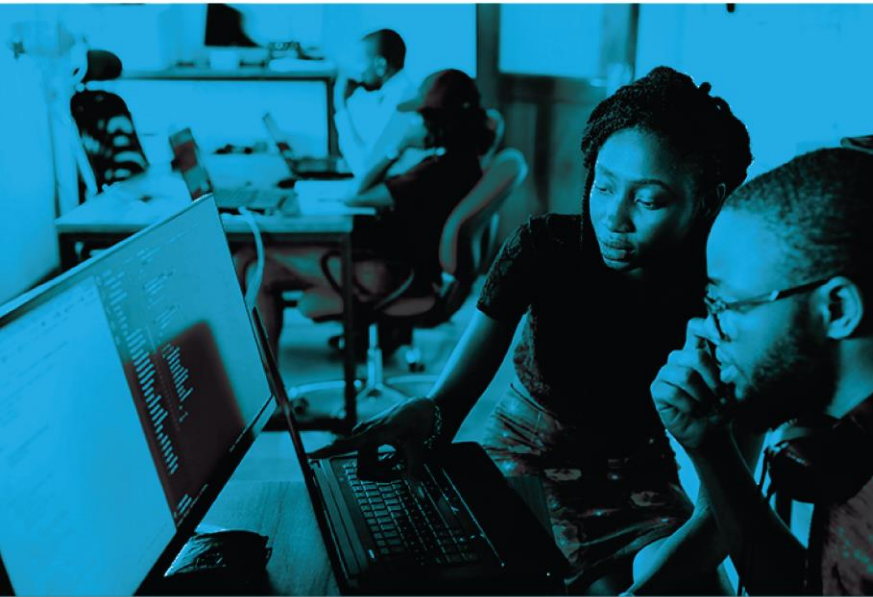
- Friday, Nov. 17, 8:30-10 am - The Importance of Storytelling in Hiring
- Wednesday, Jan. 24, 8:30-10 am - Creating Your Marketing Plan for Hiring
- Thursday, Feb. 22, 8:30-10 am - Measuring the Success of Your Efforts

*All events take place at Greater Akron Chamber Offices  
388 S. Main St. Suite 205, Akron, 44311*



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# Questions?



# Contact or connect

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