

YOUR PATIENCE IS APPRECIATED...



... **LUNCH WITH HALEY** will be served shortly.

Programmatic Advertising with Haley Marketing

The latest marketing ideas in the staffing industry

PRESENTED BY
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Agenda

- Recruitment: Old School vs. New School
- What Is Programmatic?
- Why use Programmatic?
- Understanding the Basics
- Programmatic in Action
- How to Implement Programmatic



We cannot solve our problems with the same thinking we used when we created them.

- Albert Einstein

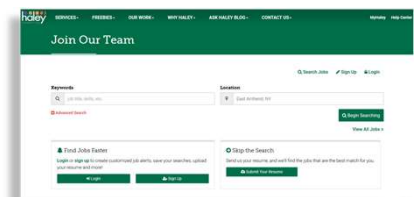


4 Pillars of Recruitment Marketing

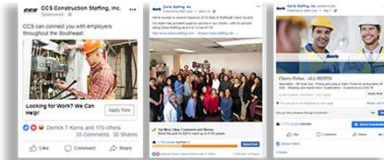
CAREER SITE



JOB ADS & DISTRIBUTION



SOCIAL RECRUITING



EMPLOYMENT BRANDING

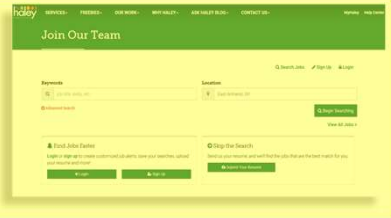


4 Pillars of Recruitment Marketing

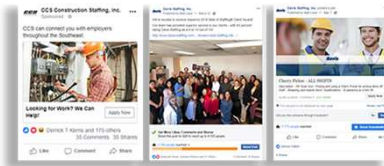
CAREER SITE



JOB ADS & DISTRIBUTION



SOCIAL RECRUITING



EMPLOYMENT BRANDING



Old School



Old School

MONSTER



indeed®



LinkedIn

facebook



Think **smarter.**



Programmatic 101



Using software instead of a human to manage job advertising.



Why Use Programmatic

Four Simple Reasons

- Expand the reach of job postings to audiences not aware of the openings
- Eliminate wasted spend through the rules-based buying approach
- Potential to eliminate risk and only pay when the job posting receives applications
- Maintain ownership of applications in your candidate database



Why Use Programmatic

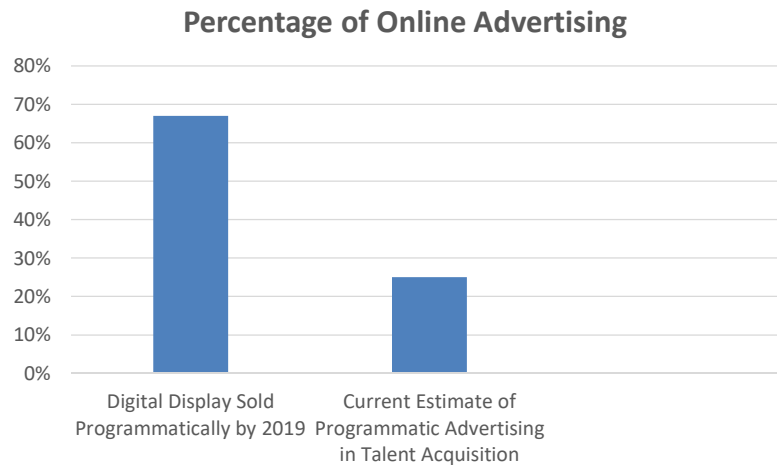
Reduce Cost Per Application by

30%

For example, if your average cost per application is **\$10...** using programmatic can decrease that CPA to **\$7!**



Why Use Programmatic



Understanding the Basics



Setting rules throughout a campaign to instruct the software to adjust the cost-per-click bidding based on results.

- Rules-Based Bidding



Managing Spend - Setting Rules

Recruitment Spend Rules

- Cost / Click
- Cost / Apply
- Total Spend

Application Rules

- Applications / Job



Managing Distribution - Choosing Where Ads Go

Manual Distribution

- Where are your top applicants finding your open positions?

Programmatic Distribution

- Using historical data or a taxonomy to determine job distribution
- Using data to look at your jobs' performance and make informed decisions



Programmatic in Action - Setting Rules

Posting two jobs

- Job A: We need 20 applications and are bidding a Cost Per Application of \$10
- Job B: We need 20 applications and are bidding a Cost Per Application of \$20

The programmatic software will deliver applications at your Cost Per Application goal!



Programmatic in Action - Setting Rules

The programmatic technology uses your CPA goal to deliver applications

- Analyzes available placements on job boards and other publishers to reach your goal
- Won't deliver an average application cost over your CPA goal
- Shows what the true market value is for applications for your open job



Programmatic in Action - Eliminating Wasted Spend

Posting four jobs

- Each job needs 20 applications

After two weeks

- Job A: Has 40 applications and you are still spending on that job
- Job B: Has 25 applications and you are still spending on that job
- Job C: Has 10 applications and you are on pace for that job
- Job D: Has 3 applications and you are wasting money on that job



Programmatic in Action - Eliminating Wasted Spend

Automatically Change Your Strategy

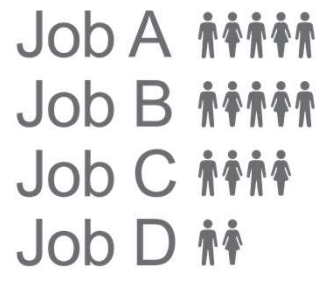
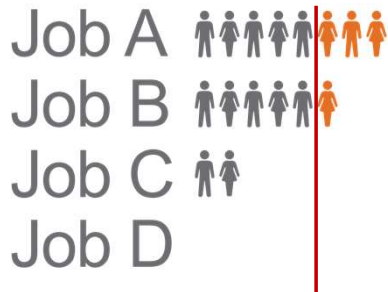
- Once we reach our application goal of 20 applications, the programmatic technology will **STOP** spending on Job A and Job B.
- Take it to the next step: Once you reach the goal on Job A and Job B ... we can shift that spend to Job C and Job D to help reach your goal for that position!



Programmatic in Action - Eliminating Wasted Spend

Stop runaway jobs

- Avoid one job using ALL of your recruitment budget. Deliver the results you need for your open jobs.



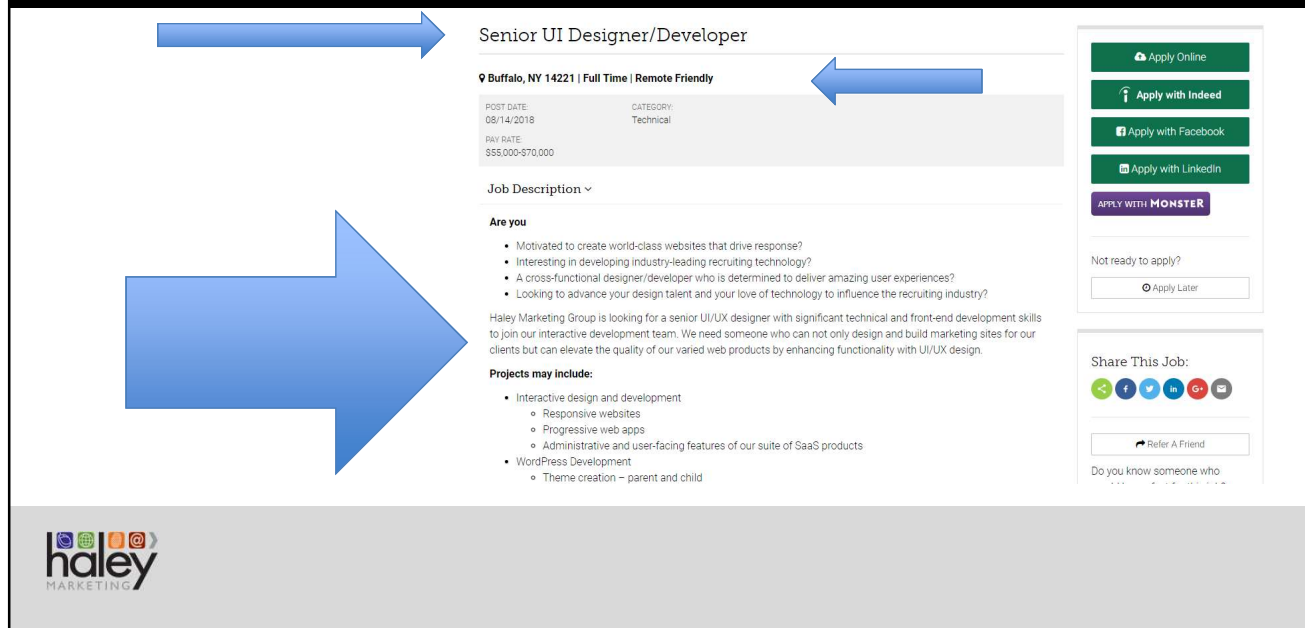
Programmatic in Action - Improving Job Quality

Software analyzes job descriptions, job titles, locations and results

- Before posting - delivers a CPA estimate
- During posting - makes adjustments on placement and bidding to deliver the results your company needs
- After posting - analyze results to make better data-driven decisions



Job Title and Definition Taxonomy



Senior UI Designer/Developer

9 Buffalo, NY 14221 | Full Time | Remote Friendly

POST DATE: 08/14/2018 CATEGORY: Technical
PAY RATE: \$55,000-\$70,000

Job Description ▾

Are you

- Motivated to create world-class websites that drive response?
- Interesting in developing industry-leading recruiting technology?
- A cross-functional designer/developer who is determined to deliver amazing user experiences?
- Looking to advance your design talent and your love of technology to influence the recruiting industry?

Haley Marketing Group is looking for a senior UI/UX designer with significant technical and front-end development skills to join our interactive development team. We need someone who can not only design and build marketing sites for our clients but can elevate the quality of our varied web products by enhancing functionality with UI/UX design.

Projects may include:

- Interactive design and development
 - Responsive websites
 - Progressive web apps
 - Administrative and user-facing features of our suite of SaaS products
- WordPress Development
 - Theme creation – parent and child

Apply Online
Apply with Indeed
Apply with Facebook
Apply with LinkedIn
APPLY WITH MONSTER

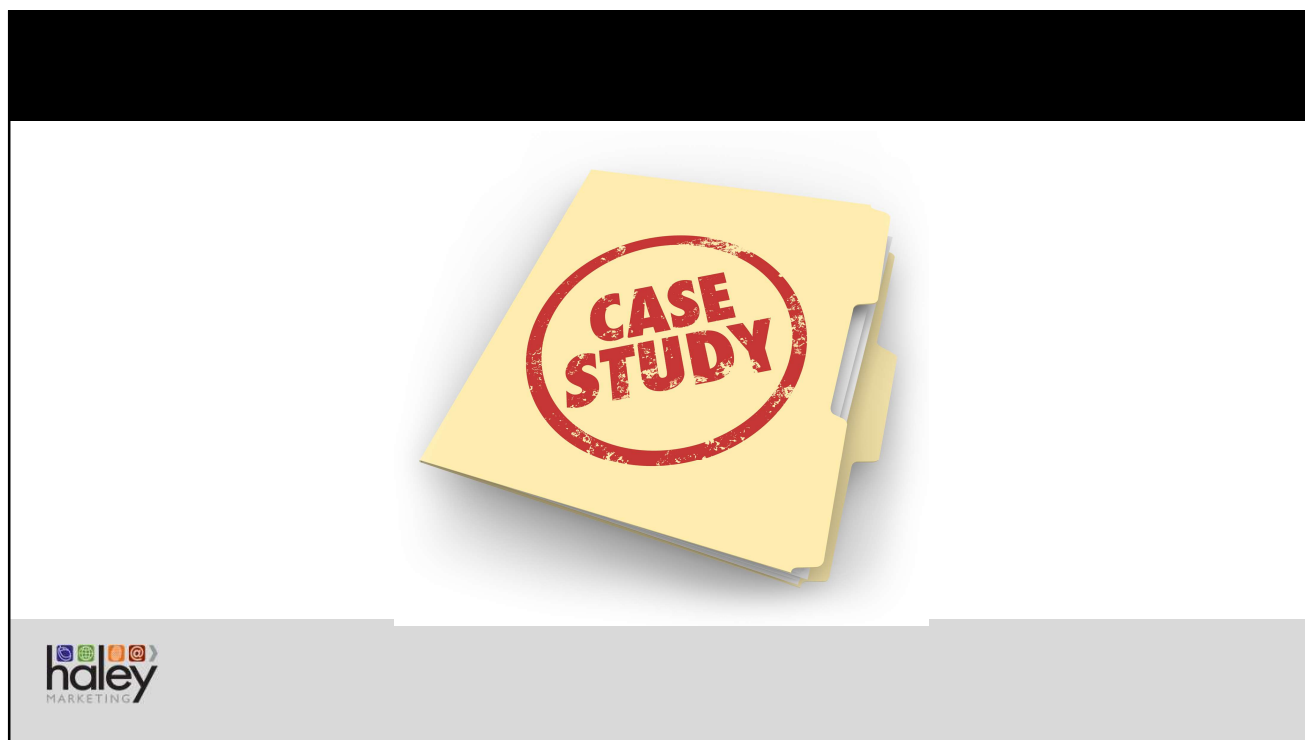
Not ready to apply?
Apply Later

Share This Job:
f t in G+ m

Refer A Friend

Do you know someone who

haley
MARKETING



CASE STUDY

haley
MARKETING

Programmatic in Action - Case Studies

- Midwest Healthcare Company – Job posting reach increased by 50 percent and CPA decreased to \$19
- Software Engineers in Chicago – Candidates were 30 percent more likely to reach final interview
- Wedding Vendor – Quality of applicants increased by 50 percent
- Managers and Sales Reps – Need 50 candidates quickly ... Interview came 5 days after application and hire came in 21 days ... Cost Per Hire decreased by 15 percent

***examples from Appcast*



Maintaining Flexibility



Year-Long Contract vs. Month-to-Month Spending

Four Reasons to Maintain Flexibility with Job Board Spends

- Improving Reach of Job Postings
- Making Performance-Based Decisions
- Inconsistent Job Orders
- Setting a True Recruitment Budget



Maintain Flexibility with Job Board Spends

Restricting Reach

- Limiting jobs to 1 or 2 boards only reaches a subset of job seekers
- Missing out on thousands of job boards and websites
- Missing out on niche websites
- No guarantee your candidates are only going to the top job boards



Maintain Flexibility with Job Board Spends

Making Performance-Based Decisions

- Job Board A: Spending \$2,500/month - giving GREAT results
- Job Board B: Spending \$5,000/month - giving BAD results
- If locked in with 12-month contracts for each one, very difficult to adjust that spending



Maintain Flexibility with Job Board Spends

Inconsistent Job Orders

- Traditionally have 100 jobs/month - spending \$5,000/month, but locked in to a 12-month contract.
- In November, opportunity to add a job order of 50 jobs. Can you add more spending quickly without committing to a 12-month contract?
- In December, your traditional 100 jobs are down to 25 jobs. Can you decrease spending quickly?



Maintain Flexibility with Job Board Spends

Setting a True Recruitment Budget

- What was the tactic for setting a recruitment budget?
- With programmatic, if you know it costs \$50/application and you have 100 open jobs, then it's simple to create a \$5,000/budget. (100 jobs * \$50)
- In a few months, maybe your CPA drops to \$40/application. Can you decrease the budget to \$4,000? (100 jobs * \$40)
- In a few months, maybe your job orders increase to 150. Can you increase the budget to \$7,500? (150 jobs * \$50)



Year-Long Contract vs. Month-to-Month Spending

Benefits of a Year-Long Commitment

- Job Boards prefer the 12-month commitment
- Some companies prefer year-long commitments to know their monthly rate
- Could lead to a lack of flexibility for future job orders and needs

Year-long commitments aren't required. All companies can purchase job board advertisements on a monthly or as-needed basis.



Programmatic Players

recruitics

jobAdx

Appcast™

pandologic

joveo

haley
MARKETING



What to Do Now

WHAT NOW?

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How to Implement Programmatic

1. Benchmark Your Current Job Openings

- Cost Per Click
- Cost Per Application
- Sources

What should your CPC be? What should your CPA be?
Where should your jobs be appearing?



How to Implement Programmatic

2. Optimize and Make Data-Driven Decisions

- Adjust your CPC, CPA
- Decide where your jobs should be (*or let the programmatic decide!*)
- Set your recruitment budget

Continue to set rules and allow the programmatic to make decisions based on your rules.





Any questions?



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Coming Next:

What's New with Reputation Management?

Tuesday, September 18 at 2 PM ET

Reserve your seat: www.lunchwithhaley.com

