

HOW SOUND IS YOUR JOB ADVERTISING STRATEGY?



Filling job orders quickly with great candidates (who are qualified) can be a stressful job. Which job boards work well? How do you make sure you are not wasting your budget? These are all valid questions we hear from our clients.

To help, we have created a checklist of our most important tips to ensure your job advertising strategies pay off.

Put an "X" next to each one your staffing firm does well.

JOB ADVERTISING

	yes	no
Implement a well-defined job board list.		
Monthly job ad budget by job board.		
Key metrics defined and discussed each month – Cost Per Click, Cost Per Application, Conversion Rate.		
Job descriptions written with keywords written for SEO – attractive titles, smart job descriptions, and strong calls to action.		
Understand which jobs (and job boards) are best and worst performing.		
Consistently post jobs on social media.		
Use free job boards and job aggregators to extend the reach of open jobs.		
Implement month-to-month contracts to maintain flexibility.		
Eliminate wasted spend by removing runaway jobs and improving poor-converting jobs.		
Test different job titles to determine what drives the best results.		

So, how sound is your job advertising strategy? If you have checked everything "yes", congratulations, you are doing well! If one or multiple boxes have been unchecked or checked "no", it may be time to reset your job advertising strategy.

At Haley Marketing, we're job advertising specialists.

To take advantage of a free review of your job advertising spend, contact us today.

1.888.696.2900 | www.haleymarketing.com

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