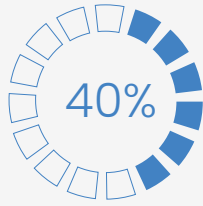


E-BOOK



Finding Talent





40% of recently surveyed JobTarget customers find applicant quality to be their biggest recruiting challenge.

Recruiters across the nation struggle to find (and retain) quality talent for their roles. Recruiting and hiring top candidates is a team effort, and there is no one way to get the job done. At JobTarget, we have found that it is best to combine multiple recruitment strategies to expand the reach of your job postings and to get your jobs in front of a more diverse set of candidates.

Choosing how to advertise your job and where to post it can determine the quality of candidates you receive. Start by thinking about where the people that possess the qualifications and experiences you're looking for spend their time online.

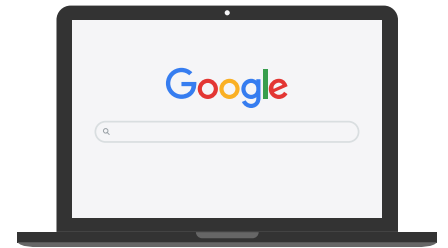
Are these individuals on social media platforms like Facebook, Instagram, Twitter, and TikTok?

Employers can use social media for job posting opportunities so that the right kind of candidate sees it. Facebook offers company pages that allow you to broadcast news about your company and work environment and post job openings. So as potential applicants are browsing their newsfeeds on Facebook, they can also stay updated about relevant job listings your company has.

Are they using job board sites like Indeed, LinkedIn, Monster, and Glassdoor? Do they belong to any specialized organizations, associations, or industry-specific job sites?

Large job sites are a great way to find candidates – **88% of JobTarget customers use job sites to find and recruit talent** – but they're not the only option. Industry-specific websites like blogs, online journals, and forums provide an increased chance of attracting top talent for an open position. Specialized job sites target certain employee skill sets or areas of expertise. Each industry-specific job site offers different options for employers to get their postings to stand out.

Using a Job Site Marketplace



“Most job seekers start their search on Google. The higher-trafficked sites like Indeed, LinkedIn, and ZipRecruiter are highly optimized for search engines; therefore, your job postings will lead candidates to these sites most often. If you get more quantity of resumes vs quality of applications, a specialized niche site will provide a way to get in front of candidates with the skills, credentials, and experience you need. Niche sites are often rich with industry-specific content and attract passive job seekers who are visiting the site for professional enrichment.”

– Susan Walsh, Director of Media Services at JobTarget

However, manually posting your jobs to each individual site can be time-consuming and exhausting, as it involves research, administrative and manual tasks, and data analysis. To save time and energy, using a job site marketplace allows you to easily access and manage all job sites from a single platform.

Did you know?

Posting your open roles does not have to be tedious, manual, and time-consuming. JobTarget Marketplace helps thousands of companies optimize their recruiting efforts by providing direct and seamless access to more than 25,000 job sites – including generalist, niche, diversity-focused, collegiate, blogs, and associations. Find out more about Marketplace [here](#).

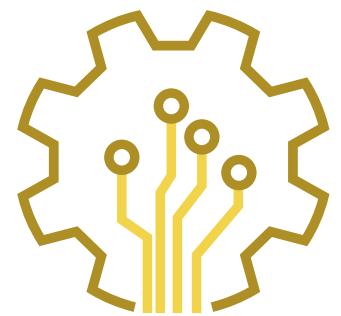
Programmatic Advertising

Another very effective recruitment strategy for many organizations, of all sizes, is programmatic advertising – an automated solution used for real-time buying and selling of online advertising. Its machine learning algorithms evaluate the ad campaign's performance and determine where they will be the most effective based on actual user purchasing behaviors and other data. It currently powers nearly all online advertising.

Programmatic advertising for job placements automatically lists your open role across relevant sites, monitors your postings, and makes real-time adjustments when necessary. It's cost-effective, saves time, and ensures the right people see the ads.

“A key to success while using programmatic job advertising is having the proper budget-to-job ratio. Considering programmatic advertising disperses jobs to 60+ sites, having an optimal budget will make a huge impact on performance and could be the reason why you get 10 applications versus 100.”

– Christian Marrone, Group Manager at JobTarget



Did you know?

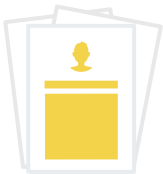
JobTarget provides its own programmatic solution designed to get job postings in front of the right audiences. If you manage job postings, programmatic job advertising can transform how you source candidates. Find out more about JobTarget Programmatic [here](#).

Programmatic Advertising Terms to Know

Knowing the key terminology used in programmatic advertising is extremely beneficial for both advertisers and for those selling ad space. If you decide to implement programmatic job advertising within your recruitment strategy, here are a few terms to remember:



Managed advertising budget: Programmatic maximizes a user's budget by adding and removing jobs from job sites based on performance, keeping ads away from low-performing job sites.



Targeted audience: Programmatic campaign users can specifically target their desired target audience – serving the ad to those specified audiences or demographics, and even focusing their ad on specific sites.



Pay-per-click (PPC): A pay-per-click bidding model means you pay when someone clicks on your ad. The cost you pay (CPC: cost-per-click) is calculated by how many times a person clicks on your ad and gets subtracted from your allotted budget.



Multiple advertising sources: Programmatic job advertising sends your job to a variety of job sites to help your job ad gain exposure.



Algorithm: Algorithms are sets of data – digital instructions – designed to have a computer accomplish a task, and in the case of job advertising, also support your recruiting efforts. Programmatic advertising uses machine learning systems to capture and monitor data and performance benchmarks.



Dynamic ad-targeting: Programmatic targets an audience based on performance from the advertising sources. The ads are constantly on the move and can dynamically change to different recruitment advertising sources (job sites) to promote the ad and encourage engagement from potential candidates.

More Recruiting Methods

Here are a few additional methods to consider adding to your recruitment strategy:

Sourcing – A good sourcing tool is a key component of a well-rounded recruitment strategy. While job advertising gives you access to candidates actively looking for a job, a sourcing tool allows you to search through [passive candidates](#). Passive candidates may not be actively searching for a new job, but may be open to it if presented with an opportunity. Sometimes, the perfect candidate is right around the corner; and it's up to you to make the first move.

Did you know?

With JobTarget Sourcer, you no longer need to bounce between resume sites or even recruiting tools! Perform a single search across resume sources, identify candidates that fit your criteria, and then unlock their contact details to get in touch. [Learn more about Sourcer here.](#)

Third-Party Recruiters – Using third-party recruiters is a great way to save time and to take advantage of the connections that recruiters have with talented job seekers. These recruiters can dedicate more time to sourcing, screening, and interviewing candidates to find you the best match. Additionally, third-party recruiters are good at finding talent for temporary or seasonal positions.

Employee Referral – Your current employees are a great resource for potential candidates to apply who may be a great fit. Creating an employee referral system or process is a great way to find new talent if you don't already have one in place.

Traditional Advertising – Utilizing career fairs, radio, newspaper, and other traditional forms of advertising can be an effective way of reaching candidates. Industry-focused career fairs can give you access to candidates with the specific skills, interests, or qualifications that you're looking for.

“Not all job seekers are active and scanning the job boards. Passive candidates can be reached by media they actually do consume. Recruitment ads can be aired on podcasts and streaming channels online. Traditional radio and newspapers also reach primary influencers of candidates – who can then make referrals. In-person career fairs allow a job seeker to see your organization on-site, giving you an opportunity to impress them over a competitor.

– Susan Walsh, Director of Media Services at JobTarget

Need help finding quality talent?

JobTarget can help!

Book time with one of our experts to learn how to attract and find candidates.

[GET IN TOUCH](#)



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