



Saga Communications

Recruitment Campaign

Best Practices



Overview of Services

We are an end-to-end provider of radio & digital marketing services. Whether you're looking for a turn-key managed strategy, an independent audit, or services specific to a short-term campaign, our experience and approach are sure to prove to be a valuable asset.

Our in-house services include:

- Web Design & Development
- Search Engine Optimization
- Search Engine Marketing (PPC)
- Social Media Marketing
- Digital Content & Video
- Display Advertising
- Contextual / Behavioral
- IP Targeting / Addressable
- Device Targeting
- Custom Email Blasts
- WAZE Ads



Recruiting In A Competitive Market

In today's competitive market, recruiting and retaining the right employees requires a comprehensive strategy! There are multiple factors to consider when planning a recruitment campaign in a tight labor market to reach qualified candidates for your open positions.

Best Practices For Successful Recruiting

1. **Enticing Offer:** Why should someone want to work for you? Examples include: benefits, flexible schedule, paid leave, competitive salary, company culture, opportunities for advancement, etc.
2. **Engaging Creative:** Eye-catching creative effectively conveys your enticing offer and includes a strong call to action which encourages potential candidates to learn more about your open position and apply.
3. **Strategic Targeting and Advertising Tactics:** We have several options to make sure your ads are shown to the right audience.
4. **Simple Application Process:** Ensure your online application is user-friendly, and as efficient and painless as possible to increase your conversion rate.



OTTO HAUS

WE ARE HIRING

***APPLY IF YOU KNOW WHAT THIS TOOL IS**

**NO WEEKENDS
PAID TIME OFF
8 HOUR SHIFTS**

APPLY TODAY

Creative Services



Creative can make or break a recruitment campaign! It's important to make sure your recruitment ad includes **enticing messaging** and a **strong call to action**. Especially in today's market, you have to give someone a good reason to consider leaving their current job to come work for you. We offer creative services to elevate the success of your recruitment campaigns.

Messaging To Consider For Recruitment Ads:

Sign On Bonus

Benefits

Paid Leave

Competitive Salary

Flexible Schedule

Career Advancement




NOW HIRING
IN-HOME SERVICES
TECHNICIANS

APPLY NOW

SIGN ON BONUS UP TO \$2,000
UP TO \$80,000 A YEAR
FLEXIBLE SCHEDULE

C.A.O.T.T.I.
CABLE AND OTHER THINGS TOO, INC.

Recruitment Ad Examples:



"Demand the
yellow van."



TIDELAND
UTILITIES, INC.
SINCE 1969

APPLY NOW



TACTIC RECOMMENDATIONS

We have several targeting options and tactics available to make sure your ads are shown to the right audience.



Geo-Fencing

Target your competitors employees and build awareness of your open positions as they live out their digital lives online.

How Does Geo-fencing Work?

Step 1: A virtual boundary is drawn around a physical location (ex: a competitor's business).

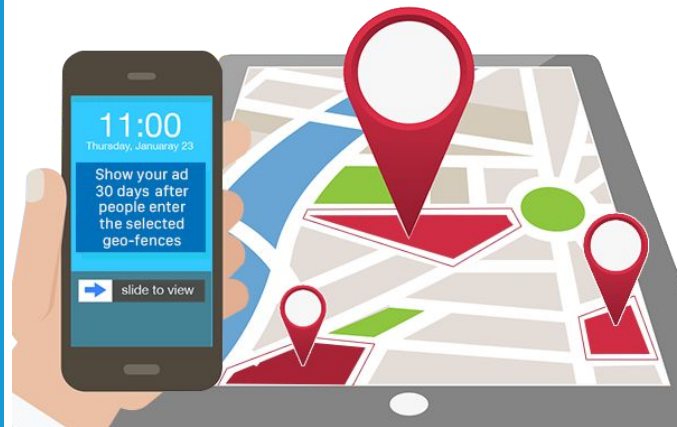
Step 2: A user enters the geo-fenced location.

Step 3: The user is served ads from the geo-fencing campaign for up to 30 days

Benefits of Geofencing

Geo-fence technology enables you to capture audiences through custom targeting shapes around businesses, street and highway boundaries, municipalities, etc.

- The most reliable way to target mobile users
- Pinpoint accuracy
- Granular localization via custom shapes & sizes
- Boost mobile performance and reach
- Retarget customers who visit or commute through any geo-fenced location
- Track off-line or “last mile” conversions to measure your campaign’s effectiveness
- Leverage targeted campaigns only to users within a predetermined physical proximity to your business or your competitor’s business





Addressable Geo-Fencing

Target your ideal employees and build awareness of your open positions as they live out their digital lives online.

How Does Addressable Geo-fencing Work?

Step 1: Target your mailing list OR build a curated list based on demographic targeting (zip code, household income, occupation, education, etc.)

Step 2: Devices are captured at the address using platline data

Step 3: The users are served ads from the addressable geo-fencing campaign

Benefits of Addressable Geofencing

Addressable Geo-fence technology offers:

- The most reliable way to target users on various devices in your target demographic
- Pinpoint accuracy & localization via platline data
- Anticipated 90% match rate for mailing lists
- Retarget customers/prospects on your mailing list
- Foot traffic attribution to measure your campaign's effectiveness
- Cross device execution





Event Geo-Fencing

Target audiences from specific events and serve them ads to brand your business and build awareness of your open positions.

How Does Event Geo-fencing Work?

Step 1: A virtual boundary is drawn around a physical location for a specific period of time. (ex: a

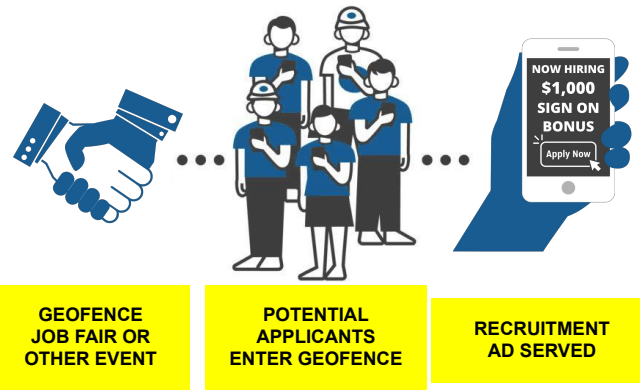
Step 2: A user enters the geo-fenced location during the event.

Step 3: The user is served ads from the geo-fencing campaign for up to 30 days.

Benefits of Event Geofencing

Event geo-fence technology enables you to capture audiences through custom targeting shapes around job fairs, concerts, sporting events, conventions, and other event types.

- The most reliable way to target mobile users at specific events
- Pinpoint accuracy
- Granular localization via custom shapes & sizes
- Boost mobile performance and reach
- Retarget customers who attend an event
- Track users who visit your store after seeing an ad to measure campaign effectiveness





Email Blast

WHAT?

A digital marketing strategy is used to send emails and develop relationships with prospective applicants. An effective email marketing strategy converts prospective applicants into employees.

WHY?

According to Optimonster, 58% of people check their email before social media. And according to Beamery, 85% of recruiters rely on email as their top channel to contact and build relationships with talent.

- Higher guaranteed click through rate
- Additional traffic to your website
- Increased conversion rates
- Easy-to-understand analytics and reporting
- Hyper-target your audience where they are engaging most
- Connect with an audience that has expressed interest
- 500+ Data Qualifiers to target for the outbound email marketing

TARGET OPTIONS

GeoGraphic: City, County, Zip Code

PyschoGraphic: Habits, Hobbies, Values

DemoGraphic: Age, HHI, Credit, Etc.

Behavioral: Website Visits, Search Terms

Occupation: Career change interest, current occupation, employment status, etc.

PERDUE

HIGHER STARTING PAY
A GENEROUS SIGN-ON BONUS
EXCELLENT BENEFITS

APPLY NOW

PERDUE



NOW HIRING. JOIN OUR TEAM. JOIN A FAMILY.

Perdue Foods is part of Perdue Farms, a family-owned company heading into its second century of growth and innovation. With a goal of becoming the most trusted name in premium proteins, we create products for consumers and for retail and foodservice customers around the globe, while changing the way animals are raised for food.

APPLY NOW >

Perdue Farms, Inc. is an Equal Opportunity / Affirmative Action employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or protected veteran status.



MECHANIC MAINTENANCE 2ND & 3RD SHIFT

JOB SUMMARY

Maintains, services and performs repairs on equipment in order to ensure proper operation of production equipment and electrical systems.

PRINCIPAL AND ESSENTIAL DUTIES & RESPONSIBILITIES

Reads, interprets and understands manufacturers' equipment manuals, preventative (PM) task sheets and safety policies. Performs equipment adjustments and repairs, preventative maintenance and emergency breakdowns. Performs specific duties during both production and non-production hours in a timely manner with OSHA Lockout/Tagout and Company safety regulations. Monitors performance of equipment and informs maintenance and production supervisors of potential problems. Maintains log books by applying math skills through the equipment PM stages in order to calibrate machinery to performance standards.

EXPERIENCE REQUIREMENTS

0-2 years. Reading, writing and analytical skills are required. Must have all personal tools and have the ability to learn to use and operate hand tools and industrial shop equipment.



APPLY NOW >

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Promote your business with LinkedIn ads



SPONSORED CONTENT

Native ads that appear in the LinkedIn feed



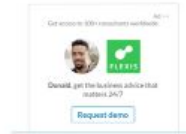
SPONSORED MESSAGING

Engage your audience in LinkedIn Messaging



TEXT ADS

Simple PPC or CPM desktop ads



DYNAMIC ADS

Ads automatically personalized to your Audience

How LinkedIn ads Targeting Works



Reach your ideal customers on the world's largest professional network.

Advertising on LinkedIn helps businesses of any size achieve their goals.



Target a unique audience
Over **690M active professionals** are on LinkedIn. Target them by job title, function, industry, and more.



Promote your business with LinkedIn ads



Promote your business with LinkedIn ads

Ensure your open roles get in front of relevant candidates with LinkedIn Jobs. LinkedIn Jobs gives you access to the largest global network of professionals on LinkedIn — where over 50 million job seekers search for jobs every week. When you pay to promote your open roles, you can get an average of 3x the amount of qualified candidates in your pipeline.



Hiring great people



Hiring ↓
Post jobs and find qualified candidates.

Reach your ideal candidates on the world's largest professional network.

Recruiter

A robust recruiting tool to source, contact, and hire the right candidates faster — best for organizations with high-volume hiring.

Recruiter Lite

A streamlined recruiting tool to source, contact, and hire the few, critical people you need.

Jobs

A platform for companies to post their jobs on LinkedIn and easily target, prioritize, and manage qualified applicants.



Reach your ideal customers on the world's largest professional network.

Advertising on LinkedIn helps businesses of any size achieve their goals.



Target a unique audience
Over 690M active professionals are on LinkedIn. Target them by job title, function, industry, and more.



Find The Right Applicants For Your Job Opening



Incredible Health
Sponsored · Like Page

Find your next job in under 30 days, with salaries from \$100K to \$220K.



That feeling when multiple hospitals are sending you job offers

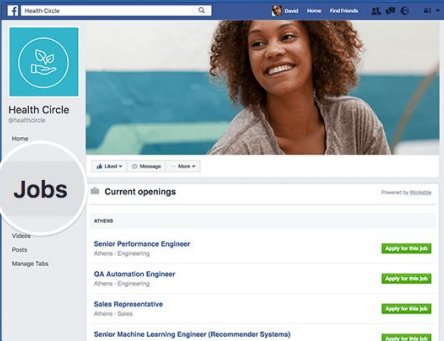
The nurse site where hospitals apply to you
Create your profile and relax while job offers roll in.

INCREDBLEHQ.COM

Like Comment Share

Facebook recruitment offers a great, but underutilized opportunity to proactively search for candidates. Did you know that you can use Facebook as a proactive sourcing tool? You can find potential candidates using Facebook search option - and you don't even need to have a company Facebook page to do it

- Spread the Word about your Job Opening
- Take Advantage of a Wide Applicant Pool
- Review and Respond to Applications on the go
- Reach Qualified People by Promoting Your Job Post



Jobs

Current openings

Job Title	Location	Action
Senior Performance Engineer	Atlanta - Engineering	Apply for this job
QA Automation Engineer	Atlanta - Engineering	Apply for this job
Sales Representative	Atlanta - Sales	Apply for this job
Senior Machine Learning Engineer (Recommendation Systems)		Apply for this job

CANDIDATES CAN

APPLY

Candidates can easily apply for your open position on your Facebook Page and job posting, without leaving the Facebook App.

MANAGE APPLICANTS

Keep track of applicants with the jobs management tools where you can easily organize interviews and manage the status of applications.

SCHEDULE & HIRE

Through your Facebook Messenger Portal you can easily schedule times to interview and move to the next steps for hiring the best candidate

1 in 5

One in five minutes on mobile is spent on Instagram or Facebook. That's more than the next 10 mobile platforms combined!





Display Advertising

Reach the right audience of potential applicants to brand your business and build awareness of your open positions.

Reach more people in more places online.

Display ads can help you promote your business when people are browsing online, watching YouTube videos, checking Gmail, or using mobile devices and apps.

Target people anywhere, anytime, on any device.

- Mobile/Desktop
- Dynamic
- Geographic
- Retargeting
- Native
- Demographic
- Behavioral
- Category Contextual
- Keyword Contextual
- CRM Targeting



Display is targeted.

Reach the exact prospective applicants you're looking for, no matter the device.



Display is measurable.

You can see how often your ads are shown to your target audience, clicked on, and how often they drive someone to your site at a later date.



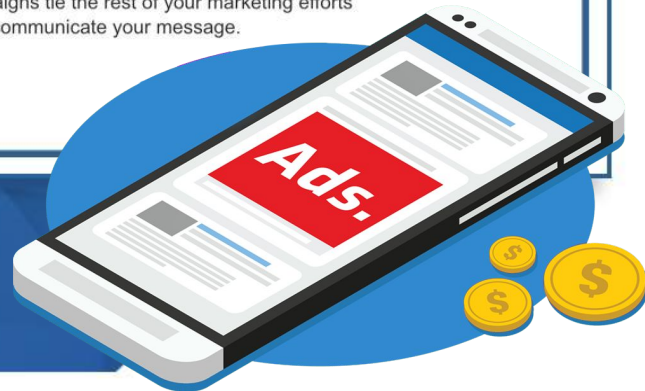
Optimized.

Your campaigns are optimized 2-3 times each week vs. the industry standard of 2-3 times per month, yielding 2-3 times the engagement.



Branding and Trust.

Display campaigns tie the rest of your marketing efforts together and communicate your message.





YouTube Advertising

Use the power of video to showcase the benefits of working for your company and highlight your open positions.

800%

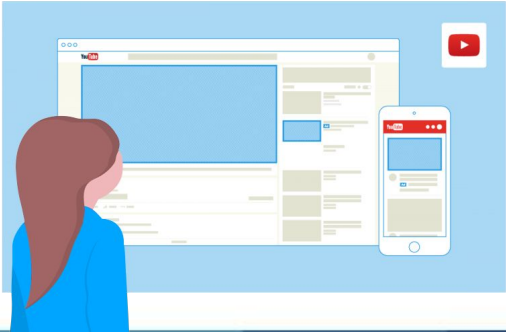
Recruitment agencies are reporting 800% more engagement with job ads that have video embedded

70%

Over 70% of viewers say that YouTube makes them more aware of new brands.

4X

Viewers are 4x more likely to use YouTube versus other platforms to find information about a brand, product, or service.



Reach Potential Applicants Where They're Watching

Use Google's in-market audiences to target users who are looking for employment in specific industries. Or use affinity audiences to target users based on their interests and habits. YouTube connects you to the people who matter most to your business.

Show Up When It Counts

Turn viewers into applicants, on any budget. YouTube Ads uses Google data to serve your message to the right people at the right moment.

See The Results You Want

YouTube Ads make it easy for people to choose your business. Get more website traffic and applicants.

Thank You

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