

Using media to place your job advertisements

In a day when new forms of media are obviously the rage of the day, it is easy to wonder if the older and more traditional forms – such as newspapers, magazines, and even websites – are still a beneficial way to advertise your job opening.

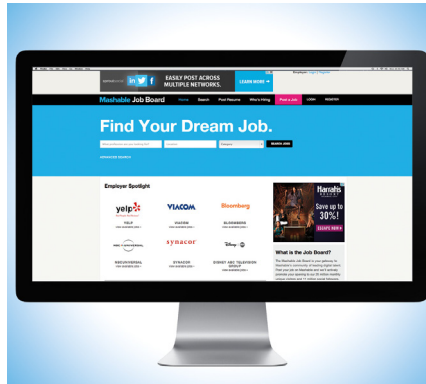
The answer to this question is definitely “Yes,” but there are some conditions. The key to its usefulness is that it will depend on whether or not you do it right.

Doing it right requires that you use a disciplined approach and also that you use it in conjunction with your other employment branding efforts. You will also need to be professional in creating the ads and need to put them in the right places. Taking a haphazard approach is sure to lead to unsuccessful ads and wasted money. Any kind of advertising for job openings, whether you plan on using radio, TV, the Internet, or newspapers, needs to be part of an ongoing strategy. You do not want to make the mistake of using it only to fill current job openings. All advertising should be done in conjunction with all of your other branding and sourcing techniques.



Patrick B. Ropella
Chairman & CEO, Ropella
Tel: (850) 983-4777
Web: www.Ropella.com

Patrick Ropella is Chairman & CEO of the Ropella Group an international Executive Search, Leadership Transformation, and Corporate Consulting firm. He authored the book and web-based training program, *The Right Hire – Mastering the Art of SMART Talent Management*, and has seen his content featured in many trade magazines, business publications, and industry journals. Patrick regularly speaks at webinars, career fairs, and conferences.



Using many forms of advertising at the same time, with all of them reinforcing the message of each other, creates a stronger and more unified force to accomplish your goals. This can be compared to an orchestra with every different instrument all playing the same piece – but playing different notes. Together, the effect is amazing. Just take one or more of those instruments away, though, and there is a noticeable lack – a changed tune.

In order to create the maximum effect you want, you need to use as many marketing tools and avenues as possible at the same time. This includes having a career website, blogging, social networking, face-to-face networking, and more. Removing just one member from the orchestra could produce a very noticeable difference in the results you achieve. Using various methods of advertising adds to your campaign, and, in a way, it greases the skids for your efforts to bring in top talent. When prospective candidates from all over see a unified message with high quality they will more quickly approach your organization about employment.

WHERE CAN ADS BE PLACED FOR GREATEST EFFECTIVENESS?

Ads will have the greatest level of effectiveness when they are put in magazines and newspapers that your candidates are most likely to read. You can find out which publications will most likely be

read, simply by surveying the top talent you already have in your employ.

Ask them if they think that a particular magazine or paper is a good place to put an ad. (For those readers who are not in marketing – keep reading – there are other ways.) Good advertising always aims at a particular audience. Each of your ads and promotional efforts should always have a specific targeted audience in mind. Whether you plan on using career websites such as Monster.com, CareerBuilder, Craigslist, or newspapers, trade association publications, college or university listings, or alumni publications and their websites, you need to know where the talent you seek hangs out for their information. You can also discover the best places to advertise by talking to your new hires – those who have been there for 30, 60, or 90 days.

Find out from them if they have any recommendations for finding new hires. In addition, find out from them where they learned about your job opening, and where they saw job openings for similar positions that attracted them. You will also want to find out what other types of avenues they used to find out about your type of job opening, such as job fairs, trade shows, symposiums, and learn where they went for training, recertification, etc. Another valuable piece of information you need to discover is what publications they read to stay updated on information in their field.

The most powerful advertising always uses more than just words. You also want your ads to be eye-catching with irresistible headlines. Keep their attention with motivating copy and have a powerful appeal at the end that moves them to act now. Figure 1 shows the ad used earlier in the book *The Right Hire*. In most cases, you can take one good ad and modify it to fit other mediums. An example of how this ad can be modified to be used as an email piece that you can send to anyone is in Figure 2.

GETTING STARTED WITH VIDEO – THE NEXT GENERATION OF INTERVIEWING AND JOB ADVERTISING

Many organizations today are already using video and Internet connectivity to perform tasks such as interviews and conference calls. By using high resolution video cameras, companies are finding they can reduce the time and cost of traditional interviews – and it makes travel a non-issue as well – allowing interviews to take place spontaneously with potential hires halfway around the globe. Websites such as Video-View.com enable companies to perform a number of tasks through video that otherwise would take a lot of time. This includes pre-screening, a reduction in the number of phone calls, and in the number of interviews needed. Candidates respond to predetermined questions through that website, or you can also custom write questions for your specific needs, allowing you to decide to either continue with the interviews or remove candidates from the list that you want to pursue.

Companies can also easily use videos for advertising their open positions. A video job advertisement can show potential candidates what they need to know about the position, all about the company's facilities, and present the company's culture, too. Once completed, the video can then be posted at a number of prime places, such as the company's career portal, to blogs, LinkedIn, YouTube, Facebook, and other places. Results from recent surveys clearly reveal that the use of video is growing, and can be expected to continue to do so. As many as 60% of all online adults have watched or downloaded videos, and about 20% will do so on a typical day. These numbers are growing. With this rapidly growing popularity of videos, it may not be long before video resumes will become a part of the mainstream candidate process. One well-known company that seems to be driving the popularity of videos for posting jobs is Monster.com. They have upgraded their static black on white page for posting jobs, and now call it "VideoPLUS: Careers That Move." When you look at many job postings now on Monster.com, you may see an icon for video

next to it, which indicates that it has a video posting available.

Monster.com is also using other tools to promote job postings by video. They are now working with various newspapers and creating various websites for their neighborhoods. As an example, I can search for a community called Emerald Coast Jobs, and find several job openings there. On the day I looked, there were several videos advertising healthcare job opportunities.

Another website that also offers companies the opportunity to present their job opening videos is CareerTours.com. The number of companies that have videos announcing their open job positions is growing each day. In case you are wondering whether or not job posting videos are effective, this question can easily be answered by looking at the record of a large company. One of the largest recruiting firms in the world, which operates on a contingency fee basis, is Management Recruiters International. They have been using videos for the job postings that they have, and are now receiving five times the number of applicants.

There is also a report that shows that the revenue to be earned from online ads will be more than \$ 11 billion by the year 2012 – and you can be sure that much of it will come from video. Even government organizations, such as the U.S. Army are now successfully using video in their recruitment efforts. If you are ready to use videos as the way to advertise your job opening, you want it to be as effective as possible. Talk to your top talent for ideas that will get their attention and keep it, and also be sure to find out what elements will most likely turn them off. Take time to take a look at what kind of videos your employees are posting on YouTube, and on their own professional blogs. This will help you understand what motivates and interests them and it will give you ideas about how to attract more employees like them. When put altogether, the bottom line is that you need to build a strong employment brand so that you can attract and keep high performers!