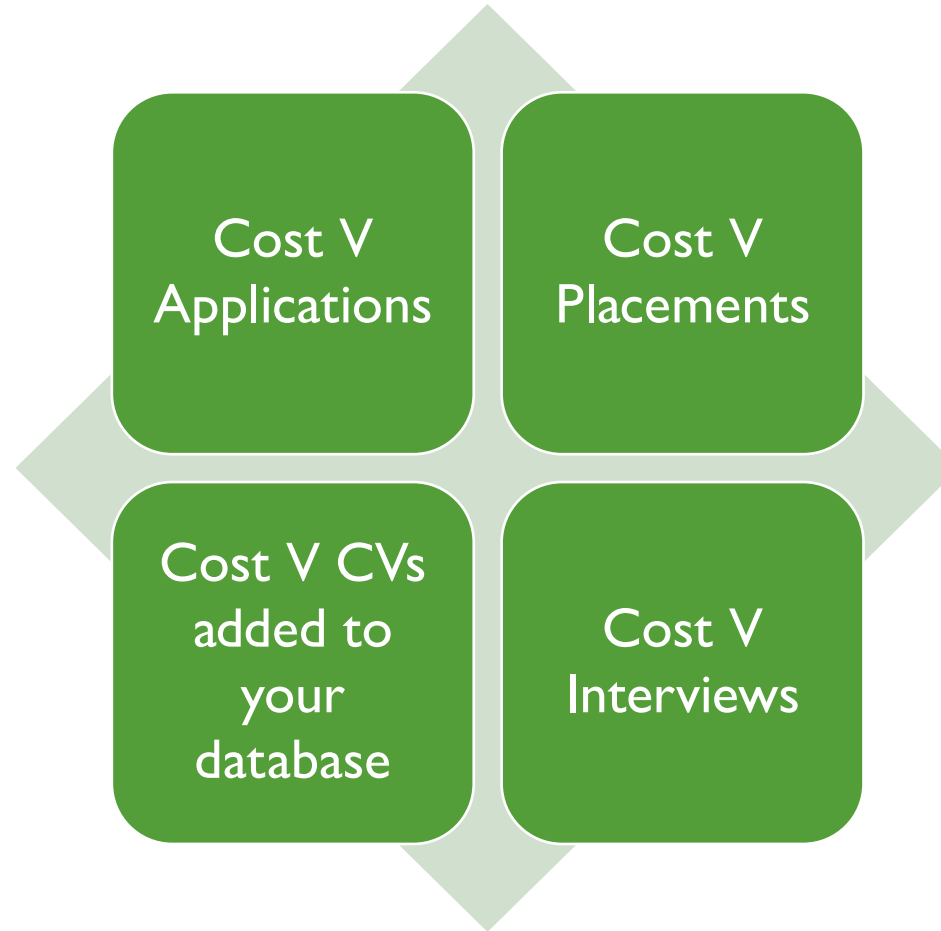




**USING YOUR
ADVERTISING
SPEND WISELY**

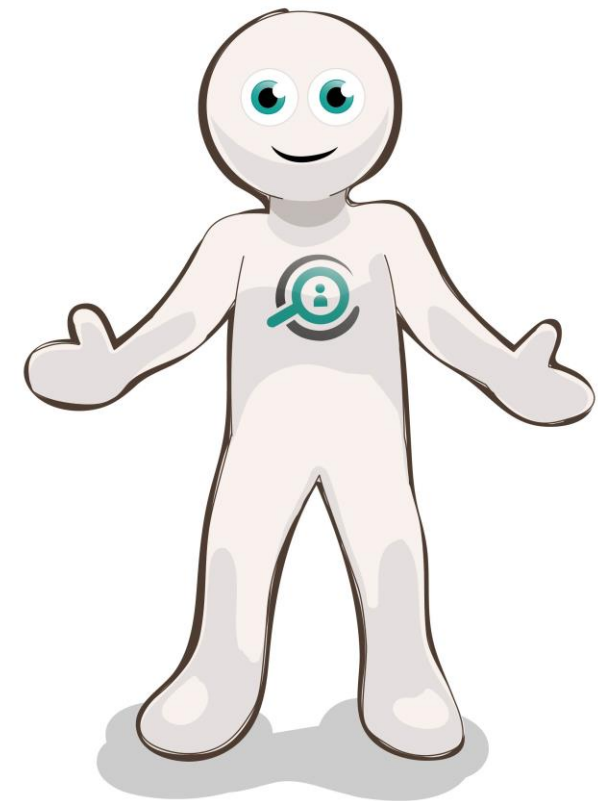
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How do you measure a successful advert?



Is it worth the cost of a credit – true or false?

- Refreshing a job will get you back to the top of the search results and increase your applications.
- Editing the job copy will not use a credit but will attract a different group of candidates.
- New jobs are posted at the top of the search results.
- Using a town or county hides your job from candidates and won't appear in searches.
- Hiding the salary when posting fools the search engines and doesn't affect candidate response.
- Keep the advert short; candidates will ask for all the information they need.



Refreshing a job will get you back to the top of the search results and increase your applications.

FALSE

- All the leading UK job boards rank their vacancies based on relevancy score & how closely they match the candidates' search – the higher the score, the higher up the page your job appears.
- If you repost the same copy, job title, salary & location, the same audience sees the vacancy & the job appears in the same place as the original advert.

However

- Changing the location will display the vacancy to a new audience.
- The job will be sent out again on a jobs by email (JBE).
- The job will appear for a longer period of time.

Reed – the majority of applications happen within the first 7 days

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- Editing the job copy will not use a credit but will attract a different group of candidates.

True/False/bit of both

The only way you can attract a different group of candidates is by amending something in the advert that affects your relevancy score and matching criteria.

Reed – once an application has been made, changing the Location or Job Title uses another credit.

Jobsite – any part of a live job posting can be amended, apart from the reference number, with no charge.

CV-Library – changing the job title will use another credit.

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New jobs are
posted at the
top of the
search
results.

●

Only 44% of jobseekers go to page 2
Only 33.3% move to page 3 of the search
results

FALSE

Jobs are listed purely based on relevancy score.

Relevancy score is based around 3 things:

- Location
- Salary
- Job title

The higher your relevancy score, the more
chance of being on page 1.

Make your relevancy worth the cost of a credit

Location

Totaljobs – 50% more applications with a postcode.

Candidates searching on “time travelled” can’t be matched to an advert with no postcode.

Salary

According to Totaljobs, 73% of candidates surveyed cite salary as the biggest influence on their decision to apply for a role.

CV-Library – 28.5% more applications with a displayed salary. Totaljobs – 20%.

Totaljobs – 62% of job seekers would overlook a job with no salary.

Job Title

- Reed – Keep to a maximum of 3 words.
- Totaljobs – intuitively includes similar or matching titles, increasing the audience reach. Try to use one of Totaljobs’ suggested job titles.
- No jargon, additional information, special characters or multiple job titles.
- Using standard job titles helps your job to be picked up by aggregator sites.

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To attract
the best
candidates,
you need to
meet their
needs...

●

Worst day to advertise – Friday!

Best days:

CV-Library – Wednesday, before 10am

Reed – Tuesday before 11am

Totaljobs – Monday and Tuesday mornings

- Be clear on the salary.
- Highlight benefits to attract the best talent.
- Discuss working hours, flexible or hybrid working. If homeworking, what does the company offer in the way of utility bills, internet, furniture, technology?
- How do the company's values support DE&I?
- Re training & upskilling offered?
- Support for employee well-being.

According to CV-Library, the best-performing jobs have 2 words in the job title & 101-200 words in the job description. After 400 words, the number of applications reduces significantly - makes sense when considering 62.5% view vacancies from a mobile device. However, people still like to apply via desktop.

Reviewing Quality.

Reports

Through user admin, reports can be run to highlight:

- Multiple vacancies with the same job title.
- Vacancies with no salary or location.
- Vacancies advertised with a short posting duration.

Totaljobs has a Job Quality function which highlights live vacancies that aren't using a salary, postcode and/or standard job titles.

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Calculating ROI

CV-Library average 41 views per vacancy & 12 applications

Tools of the trade

- Data coding is key – make sure all candidates added to your CRM are added with the correct source.
- Automate CRM reports to make your life easier (and to prompt you to review).
- Multiposters make life so much easier when analysing job board performance.



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