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# Recruitment Marketing Presentation

FRIDAY, NOVEMBER 17, 2017



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## WHO IS SKY?

- Leaders in Recruitment Advertising and Marketing for over 28 years
- Full service agency with experience in implementing multi-media recruitment advertising campaigns
- Diverse client base consisting of Fortune 500 companies to small nonprofits





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## WHY SKY?

- Recruitment marketing is our passion
- National and international capabilities
- Superlative creative and industry expertise
- Ability to prioritize your strengths as an employer and communicate that brand
- Dedicated account team
- Ability to develop a strategic media plan to get DHL noticed
- Personalized and focused customer service that is timely and thoughtful
- The Sky Philosophy is to exceed clients expectations - to prove ourselves with every contact, every project, every day
- Extraordinary service at affordable rates



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## SAMPLES OF RECRUITMENT CAMPAIGNS

Quest Diagnostics, the nation's leading provider of diagnostic testing, was faced with staffing new state of the art call center facilities. Sky developed creative execution and media plans for a career invitational that included job postings on a variety of sites, print advertising, postering at colleges, community outreach, email marketing and other methods, resulting in an influx of applicants which met Quest's goals.





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## SAMPLES OF RECRUITMENT CAMPAIGNS

Because Penn National Gaming's operations covered many states and their recruitment function was decentralized, their employer brand was disjointed. Sky developed a cohesive , personalized nationwide campaign that successfully branded the company as a place to "Work Happy."





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## SKY AND DHL • GOALS

- Partner to consolidate and streamline DHL's recruitment advertising process for the US and Canada markets
- Develop a catalog of supplemental recruitment marketing tools
- Maintain consistency of brand and message in all outreach/recruiting media strategies
- Find cost savings in current recruitment advertising/marketing spend
- Direct all new candidates from all advertising sources through new ATS



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## SKY AND DHL • SOLUTIONS

- Develop and Design an exclusive DHL Recruiter portal
- Portal is a centralized website accessible to all six regional recruiting centers
- Will allow easy access to information, creative, media options



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## SKY AND DHL • SOLUTIONS • PORTAL

### Benefits of Portal

- Control over ad content and messaging
- Better control over costs
- Central source to reinforce employer brand
- Easily updated as offerings change or are added



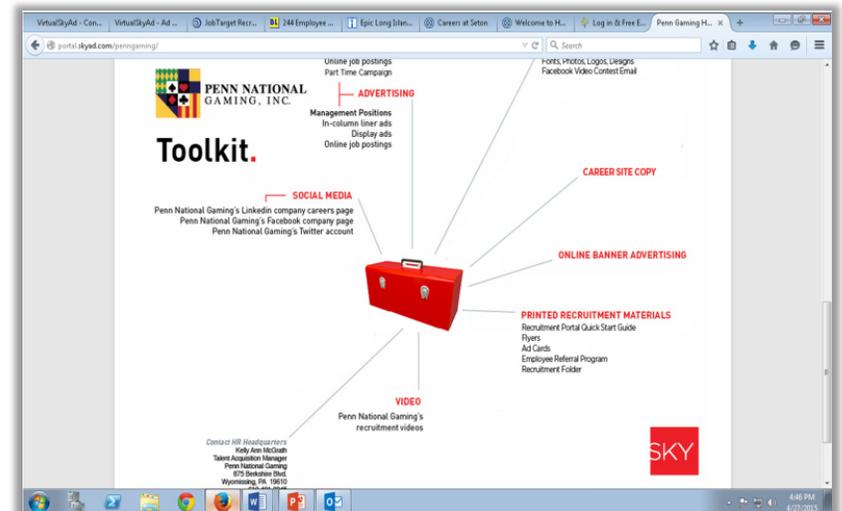
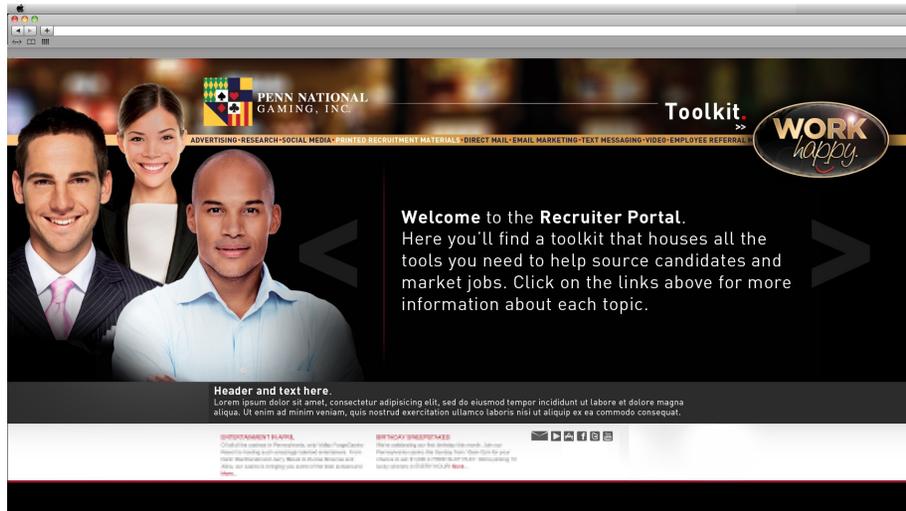
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# SKY AND DHL • SOLUTIONS • PORTAL

## Portal Example





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## SKY AND DHL • SOLUTIONS • PORTAL FEATURES

- Advertising request form
- Ad templates/Ad copy samples
- Recommended Job sites options (niche & general)
- Digital Banner & programmatic advertising options
- Social media options
- Print Advertising options
- Radio and Outdoor options



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## SKY AND DHL • SOLUTIONS • PORTAL FEATURES

### Advertising Request Form

- Customizable form to facilitate the placement of advertising requests and reporting
- Can collect name, location, GL code, ATS URL and any additional information required



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## SKY AND DHL • SOLUTIONS • PORTAL FEATURES

### Ad templates/Ad copy samples

- Can utilize DHL templates
- Can create new designs to enhance DHL brand
- Use photos to emphasize a team member's contribution and teamwork
- Personalize graphics – so applicants see themselves in your organization

**Your Job.  
Your Way.**

With flexible schedules, competitive salaries, great benefits and the opportunity to be part of a growing global organization, your next job should be at DHL Supply Chain.

As a worldwide leader in warehousing and supply chain management with expanding operations, we're hiring Warehouse Workers for various shifts in our Columbus facility. This is your chance to have the job that fits your needs.

Apply today at:  
[dhl-usa.com/supplychain](http://dhl-usa.com/supplychain)

**DHL**  
SUPPLY CHAIN | Jobs. Delivered.

**Jobs. Delivered.**

Looking for a job with a flexible schedule, competitive salary, great benefits and the opportunity to be part of a growing global organization? Your search has ended at DHL Supply Chain.

As a worldwide leader in warehousing and supply chain management with expanding operations, we're hiring Warehouse Workers for various shifts in our Columbus facility. This is your chance to have the job that fits your needs.

Apply today at:  
[dhl-usa.com/supplychain](http://dhl-usa.com/supplychain)

**DHL**  
SUPPLY CHAIN | Equal Opportunity Employer



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## STATE OF RECRUITMENT MARKETING

- Highly fragmented audiences demand a multi-channel approach
- 60% of US workforce show a combination of passive and active behaviors with a full 20% being entirely passive
- Majority of today's job seekers - whether employed or not - exhibit more emotion-based behavior in selecting their next job
- Requires the need to spread the message, both the employer brand to sell the organization and open position advertising across different platforms



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## SKY AND DHL • SOLUTIONS • PORTAL FEATURES

### Recommended Job sites options

- Access to a database of 20,000 jobsites
- Indeed – sponsored campaigns - #1 job site
- Ziprecruiter – blast to hundreds of sites
- Industry sites – JobsinTrucks, JobsinLogistics, CareersInGear, JobsinMotion
- Local sites – Craigslist, State Job Banks, Nexxt, Jobing
- Specialized sites – SnagaJob (specific to hourly workers)



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## SKY AND DHL • SOLUTIONS • PORTAL FEATURES

### Digital Banner & Programmatic Advertising Options

- Programmatic Buying Options – using data to drive ROI
- Digital Banners – targeting passive candidates

### Social Media Options

- Facebook – Careers tab/ wall posts/ paid advertising
- Twitter distribution dedicated to jobs
- LinkedIn
- ATS integration



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## SKY AND DHL • SOLUTIONS • PORTAL FEATURES

### Digital Banner and Programmatic Ad Samples





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## SKY AND DHL • SOLUTIONS • PORTAL FEATURES

### Print Advertising Options

- Newspaper options sourced by area and demographic
- Templates available
- Alternative print media options – Pennysavers, Diversity publications, Weeklies, Employment Guides

### Radio and Outdoor Options

- Radio options sourced by area and demographic
- Standard copy available



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# SKY AND DHL • SOLUTIONS • PORTAL FEATURES

## Print Advertising Samples

**TRUE TO YOUR NATURE**  
YOUR CAREER SHOULD REFLECT WHO YOU ARE.

Growing up you've always been in tune with the outdoors. Nature was something to be experienced not just looked at. If this describes you, we have the perfect career choice—one that you may have never considered. Western Pest Services, an eco-friendly company that has been helping our local communities since 1928, offers its employees:

- A stable career with numerous opportunities for advancement
- Full training
- Scheduling flexibility
- Environmentally friendly products
- Residential as well as high profile commercial accounts
- Highest pay rates in the industry

If you're a people person and value the opportunity to be one with nature, you'll find Western Pest Services a natural choice.

Apply online at:  
[careers.westernpest.com](http://careers.westernpest.com)

**WESTERN PEST SERVICES**  
Consider it Done.™

**It's Your Move.**

**Women Building SEPTA Trades & Technical Career Fair**  
Saturday, October 1, 2016, 9am-1pm  
SEPTA Headquarters  
1224 Market Street Lobby, Philadelphia PA 19107

Pre-registration for this event is required. Seats are limited and will be accepted.

SEPTA Managers will be on hand to meet experienced women in the trades to discuss careers at SEPTA. On-site testing will also be available. Technical Institutes/Community Colleges will also be exhibiting to help women get the training needed to join this expanding field.

**Now Hiring For:**

- Bus Mechanic • Rail Vehicle Mechanic
- Rail Vehicle Electrical/Electronic Maintainer
- Building Electrician • Welder
- HVAC Maintainer (Vehicle & Facilities)
- Construction Equipment Operator
- Power Trainee • Signal Trainee
- Track General Helper

By implementing new, major strategic planning initiative, SEPTA is focused on advancement. As the Philadelphia region's economic engine, we're committed to operational improvement and innovation. Come join one of our best Magnet/Top Best Employers!

To pre-register please visit:  
<http://bit.ly/swttcf>

**Building The Future**

**Inspirational Stories.**

It's one thing to work at an organization but another to be "immersed."  
At **Inspira Health Network**, our nurses dig deep into their jobs, always looking for better ways to treat patients and affect better outcomes.

Our unique professional development program recognizes and rewards academic achievements, national certification, performance improvement and shared governance participation and community service. It's no wonder Inspira nurses have gone above and beyond by initiating six new nursing research studies including one for novel nursing interventions and improvements to existing best practices.

Due to all their hard work, our Medical Centers at Vineland, Elmer and Bridgeton have again been awarded nursing's highest achievement, Magnet Status, from the American Nurses Credentialing Center.

*If you aspire to do more, you belong here at Inspira.*

Learn more and apply online at:  
<http://www.inspirahhealthnetwork.org/careers>

**inspira HEALTH NETWORK**  
What Inspires You?  
Inspira is an Equal Opportunity Employer

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# MARKETING COLUMBUS, OH

## Careerbuilder • 30 Days

### Text

Refreshes	Price		Refreshes	Price	
0	\$419	no contract	10	\$3,725	10 job pack
0	\$278	50 job pack	10	\$2,101	50 job pack
0	\$237	101 job pack	10	\$1,695	101 job pack
0	\$221	201 job pack	10	\$1,535	201 job pack



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# MARKETING COLUMBUS, OH

## Careerbuilder • 30 Days

### Text + Artwork

Refreshes	Price	
0	N/A*	no contract
0	\$303	50 job pack
0	\$262	101 job pack
0	\$246	201 job pack

Refreshes	Price	
10	\$3,750	10 job pack
10	\$2,126	50 job pack
10	\$1,720	101 job pack
10	\$1,560	201 job pack

Refreshes	Price	
15	\$5,350	15 job pack
15	\$4,889	50 job pack
15	\$4,280	101 job pack
15	\$4,040	201 job pack

\* Must have contract/package to use artwork in postings

Can use DHL-provided artwork



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# MARKETING COLUMBUS, OH

## Recommended Alternate Sites to Careerbuilder • Monster

30 day post	Price Each
1	\$499.00
5 to 9	\$420.00
10 to 24	\$365.00

Add \$75 for 14-day auto refresh.

**5 Job Slots for 3 months (minimum) at \$399/month**  
Replacement jobs go to the head of the listings.  
**\$100.00 per new job posted**  
**\$25.00 refresh**

**Monster Skilled & Hourly Job Ads** are designed to help you efficiently find skilled and hourly candidates using pre-written, 14-day job ads. Simplify your recruiting process today with this streamlined and inexpensive solution:

- Choose from over 300 job titles of hourly workers.
- Modify the pre-written job description as necessary.
- Enter your company name, job location and contact information.

**Pricing is \$219 for 14-days.**

### Skilled and Hourly Job Slot Ad

Get a flexible hiring solution to solve your ongoing, high-turnover skilled and hourly hiring needs with a flexible duration subscription. Skilled & Hourly Job Slot is a flexible duration, subscription-based hiring solution that lets you rotate your job ads to suit your needs. With Skilled & Hourly Job Slots you can:

- Advertise as many job ads as you need with a flexible duration subscription.
- Select as many job ads to match each of your unique open positions.
- Get access to 300+ skilled, hourly and administrative job titles.
- Save time and use any of our pre-written job descriptions.
- Repost the same job or select a new job every 30 days or as needed.

Skilled & Hourly Job Slot also includes:

- Free candidate management tools to help manage, screen and contact your candidates.
- Ability to save and edit your job descriptions for future use.
- Post and repost as many times as you need during your subscription period.

**A single slot is \$720; two are \$650 each; three are \$610 each; four are \$575 each; and 5-9 are \$530/slot.**

**\$100.00 per new job posted**

**\$25.00 refresh**



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# MARKETING COLUMBUS, OH

## Recommended Alternate Sites to Careerbuilder Zip Recruiter

### Bulk Posting Packages

Monthly	Price
50 Slots	\$1,255
100 Slots	\$2,513
200 Slots	\$5,028

Repost ads to over 100+ Job Boards including service veteran's sites. Jobs can be exchanged within each slot for up to 30 days.  
Single Slot for 30 days: \$425; 2-3 Slots for 30 days: \$800  
**\$100.00 per new job posted**  
**\$ 25.00 refresh**



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# MARKETING COLUMBUS, OH

## Craigslist

Length		Refreshes	Price
30 days	text	0	\$125.00
30 days	text + artwork	0	\$150.00
30 days	text	10	\$575.00
30 days	text + artwork	10	\$600.00
30 days	text + artwork	15	\$850.00

Can use DHL-provided artwork



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# MARKETING COLUMBUS, OH

## Radio

Station	Time	Spot rate -15 Sec	15x day
WBNS 97.1-FM (Sports)	Prime Time M-F 6am-10am	\$90.00	\$1,350.00
WBNS 97.1-FM (Sports)	Prime Time M-F 3pm-7pm	\$90.00	\$1,350.00
WSNY 94.7-FM (Adult Contemporary)	Prime Time M-F 6am-10am	\$70.00	\$1,050.00
WSNY 94.7-FM (Adult Contemporary)	Prime Time M-F 3pm-7pm	\$75.00	\$1,125.00
WCOL 92.3-FM (Country)	Prime Time M-F 6am-10am	\$130.00	\$1,950.00
WCOL 92.3-FM (Country)	Prime Time M-F 3pm-7pm	\$135.00	\$2,025.00
WNCI 97.9-FM (Top 40)	Prime Time M-F 6am-10am	\$135.00	\$2,025.00
WNCI 97.9-FM (Top 40)	Prime Time M-F 3pm-7pm	\$135.00	\$2,025.00



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# MARKETING COLUMBUS, OH

## Radio

Station	Time	Spot rate -15 Sec	30x day*
WBNS 97.1-FM (Sports)	Prime Time M-F 6am-10am	\$90.00	\$2,700.00
WBNS 97.1-FM (Sports)	Prime Time M-F 3pm-7pm	\$90.00	\$2,700.00
WSNY 94.7-FM (Adult Contemporary)	Prime Time M-F 6am-10am	\$70.00	\$2,100.00
WSNY 94.7-FM (Adult Contemporary)	Prime Time M-F 3pm-7pm	\$75.00	\$2,250.00
WCOL 92.3-FM (Country)	Prime Time M-F 6am-10am	\$130.00	\$3,900.00
WCOL 92.3-FM (Country)	Prime Time M-F 3pm-7pm	\$135.00	\$4,050.00
WNCI 97.9-FM (Top 40)	Prime Time M-F 6am-10am	\$135.00	\$4,050.00
WNCI 97.9-FM (Top 40)	Prime Time M-F 3pm-7pm	\$135.00	\$4,050.00

Radio stations allow no more than 2 spots to run per hour. Would have to add in an additional time slot to allow 30x day run.



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# MARKETING COLUMBUS, OH

## Radio

Multi-Run packages*	Time	Spot Rate -15 seconds	Total Spots -15x day	Total	Duration
WBNS 97.1-FM (Sports)	Spread	\$50.00	450	\$22,500.00	30 days
WSNY 94.7-FM (Adult Contemporary)	Spread	\$75.00	105	\$7,875.00	1 week
WCOL 92.3-FM (Country)	Spread	\$93.33	450	\$42,000.00	30 days
WNCI 97.9-FM (Top 40)	Spread	\$88.89	450	\$40,000.00	30 days

\*Multi-Run packages result in volume discounts



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# MARKETING COLUMBUS, OH

## Radio

Multi-Run packages*	Time	Spot Rate -15 seconds	Total Spots -30x day	Total	Duration
WBNS 97.1-FM (Sports)	Spread	\$50.00	900	\$45,000.00	30 days
WSNY 94.7-FM (Adult Contemporary)	Spread	\$65.00	210	\$13,650.00	1 week
WCOL 92.3-FM (Country)	Spread	\$85.00	900	\$76,500.00	30 days
WNCI 97.9-FM (Top 40)	Spread	\$85.00	900	\$76,500.00	30 days

\*Multi-Run packages result in volume discounts



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# MARKETING COLUMBUS, OH

## Radio

Entry point for Multi-Run packages*	Time	Spot Rate -15 seconds	Total Spots Avg 2.75x day	Total	Duration
WBNS 97.1-FM (Sports)	Spread	\$75.00	84	\$6,300.00	30 days
WCOL 92.3-FM (Country)	Spread	\$85.63	80	\$6,850.00	30 days
WNCI 97.9-FM (Top 40)	Spread	\$84.38	80	\$6,750.00	30 days

\*Multi-Run packages result in volume discounts



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# MARKETING COLUMBUS, OH

## Newspaper Print Ads

### Columbus Dispatch

Most award-winning newspaper in Ohio. The only daily newspaper serving all of the Columbus, Ohio metropolitan market. Full Color, Sundays. Circulation: 257,500

### Columbus Messenger Newspapers

**Columbus Messenger Newspapers** is a bi-weekly newspaper organization started in 1974. It publishes five free, independently owned newspapers: the *Westside Messenger*, the *Eastside Messenger*, the *Southeast Messenger*, the *Southwest Messenger* and the *Madison Messenger*, covering neighborhoods in [Columbus, Ohio](#) and [Madison County](#). Each of the five papers is published every other Sunday and feature happenings with local government, community organizations and human interest stories. Circulation: 92,000.

### La Voz Hispana

**La Voz Hispana** is the most important newspaper in Spanish language in Ohio. Weekly circulation is 20,000 in Ohio's 7 major cities. The paper's distribution points include public libraries, restaurants, churches, hotels, super markets, stores, and schools. We also cover English-speaking youth population that studies Spanish.



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# MARKETING COLUMBUS, OH

## Newspaper Print Ads

Publication	Length	Size	Price	Per ad price
Columbus Dispatch	1 week	1/2 page	\$3,735.00	\$3,735.00
Columbus Messenger	1 week	1/2 page	\$2,035.00	\$2,035.00
La Voz Hispana	1 Week	1/2 page	\$1,460.00	\$1,460.00

Publication	Length	Size	Price	Per ad price
Columbus Dispatch	5 weeks	1/2 page	\$13,785.00	\$2,757.00
Columbus Messenger	5 weeks	1/2 page	\$7,360.00	\$1,472.00
La Voz Hispana	5 weeks	1/2 page	\$5,860.00	\$1,172.00

Publication	Length	Size	Price	Per ad price
Columbus Dispatch	10 weeks	1/4 page	\$12,560.00	\$1,256.00
Columbus Messenger	10 weeks	1/4 page	\$7,360.00	\$736.00
La Voz Hispana	10 weeks	1/4 page	\$6,360.00	\$636.00

Can use DHL-provided artwork



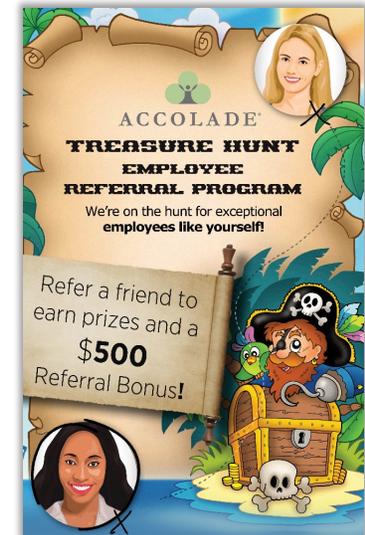
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## FURTHER IDEAS AND RECOMMENDATIONS

- Employer Brand Development
- Create new marketing mix for advertising/promoting positions
- Enhance Employee Referral Program
- Careersite development
- SEM & SEO
- Email Marketing & Direct mail
- PPC campaigns - retargeting
- Diversity & University Campaigns





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## SKY ADVERTISING

**Thank You For The Opportunity to Partner with You!**

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212-677-2500

New York

**Mike Tedesco**

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Philadelphia

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**[SKYAD.COM](http://SKYAD.COM)**