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## 3 Reasons Programmatic Advertising Should Be Part of Your Staffing Firm's 2020 Recruitment Budget

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The easiest time to try something new is at the start of the calendar year. Flipping over to January 1 provides a natural break and fresh avenue to implementing a new strategy or tactic to help your staffing agency reach its business goals.

With recruitment continuing to be an incredible challenge for all companies, being more efficient with the recruitment budget provides a competitive advantage to your staffing agency over the competitors. If you know how to beat your competition to the qualified talent as soon as new jobs come in, your business will grow. And, it will take less time than you are currently spending on your job board strategy.

Here are three reasons [programmatic advertising](#) should be in the budget for staffing agencies and recruiters:

- Save Recruiters Time
- Expand and Test Job Titles
- Stop Spending on Jobs that Don't Need Sponsorship

### **1. Save Recruiters Time**

I have a horror story to share the process that one of our clients used to follow to post their sponsored jobs on Indeed. Every week (or two weeks), they would send a spreadsheet of jobs to Indeed, who would then sponsor the jobs. That is incredibly inefficient!

Think about the time lost during this process:

- Each recruiter sent the jobs they want to be sponsored to a designated team member
- That team member compiles the lists
- Indeed has to receive the lists
- Indeed has to sponsor the jobs

On top of that inefficient process, what if priorities change? If we are only updating jobs every 7-14 days, that's not meeting the needs of recruiters.

Programmatic advertising is going to eliminate those inefficiencies. Jobs go straight from the applicant tracking system, to the software, to the job boards. No more coordinating with job boards. No more manually copying and pasting.

A recruitment marketing agency will work with your staffing agency to create the right strategy to automate which jobs receive sponsorship based on your recruiters' current needs.

Give your recruiters more time to **ACTUALLY RECRUIT!** They don't want to copy and paste. They want to fill open jobs. By giving them more time, your recruiters can beat your competition when trying to land the qualified talent.

## ***2. Expand and Test Your Job Titles***

Testing different variations in any aspect of marketing is a best practice. In recruiting, one area to test is job titles.

What gets a job seeker to click on the job? The job title! For example, here is a test we conducted for a healthcare staffing client:

- **Original Job:** LTC CNA – 8 applications
- **First Variation:** Long Term Care CNA – 24 applications
- **Second Variation:** LTC Certified Nurse Assistant – 5 applications

Because of these job title variations, the same job opening yielded **29 more applications!** By testing and tracking results like this, we can do two things:

1. Continue to post this job with multiple job titles.
2. Change our original job title to the one that converts better.

## ***3. Stop Runaway Jobs***

Your staffing agency probably has jobs that collect applications easily. Do those jobs really need the same sponsorship as the jobs you have that struggle to receive applications?

Let's look at another example.

A construction company hires for several different positions. One of those positions is General Laborer. Their pipeline is huge for the position, so they don't really need new candidates. On top of that, that sponsored job of a General Laborer draws a lot of clicks and eats up their budget. There are more qualified candidates for a General Laborer position than for an Electrician or a Sheet Metal Mechanic.

What did we do?

We limited the amount of time the General Laborer positions received sponsorship to three days.

Here's what we found:

- **First 20 Days of August:** General Laborer job ads ate up **17 percent** of the budget
- **First 20 Days of September:** General Laborer job ads ate up **4 percent** of the budget

On top of [not wasting recruitment budget on jobs that don't need it](#), we can now direct those funds to jobs in target states without having to increase the overall budget.

These are just three of the many ways programmatic advertising can save you time and money – and deliver far better recruiting results. Connect with [Haley Marketing Group](#) today to learn why programmatic job advertising should be a part of your 2020 recruitment budget.

### **About Haley Marketing Group**

The largest marketing firm in the world servicing the staffing industry. Websites. Mobile-optimized job portal. Social. Blogging. Email marketing. SEO. PPC. Strategy. You name it. Whether you're looking to drive sales or attract qualified candidates, we provide the marketing tools and technology to help you stand out in a saturated market.