



RECRUITMENT / EMPLOYMENT ADVERTISING

Today's #1 Concern for Business Owners & Managers is...
FINDING GOOD People.

Gallup Poll: 70% of people would consider a better career opportunity if one was presented to them.
51% are actively seeking or looking for job openings

2 Major Benefits for Sales Reps:

- 1) You'll make more money &
- 2) Your clients will **LOVE** you for helping them solve a major problem

Ask Every Client/Prospect this Question: *"How's your current employee situation?"*

You'll get 1 of 2 Responses: 1) "Yes, we need good people" or 2) "No, we're in good shape."

"If the perfect person walked through your doors today, what would you do... add them to your team, or give someone on your team an opportunity to find a different job and replace them?"

Why Radio Recruitment Works

- ✓ Reaches the PASSIVE Job Seekers
All conversations with business owner/HR person should be on the "passive job seeker"
- ✓ Reaches Job Seeker's CENTER of Influence
40-50% of people that respond to the Ad, never HEARD the Ad.
- ✓ Better Qualified Applicants
Not your "Job Hopper"

4 Criteria to Successful Recruitment Advertising

- 1) Write GREAT Ads
- 2) HIGH Frequency Schedules.
- 3) Early WEEK Schedules (S-M-T-W)
- 4) 24-HOUR Ad Rotation

\$\$\$ Advertisers will spend MORE money than normal for Recruitment Advertising \$\$\$

Recruitment Advertising Points of Emphasis

- 1) What makes recruitment on the radio attractive to business owners and HR people is its ability to reach the “Passive Job Seekers”.
- 2) Explain the Whys:
 - A.) Why Sunday thru Wed/Thu schedule: Subconsciously people dislike their jobs more on Sunday, Monday, and early week. (Remember, we are trying to reach the “Passive Job Seeker”.
 - B.) Why 24-hour schedules: Because we are trying to reach the radio stations’ “total audience” and the potential applicants’ “center of influence”.
 - C.) Why High Frequency Schedules: This is Direct Response Advertising, not Branding.
 - D.) Why Ads that don’t sound like recruitment ads: The ads must be appealing to the “Passive Job Seeker”. There needs to be something more than the who, what, when, where, and what else. Get creative! Every business has something that makes them an attractive place to work.
- 3) Don’t be afraid to ask for more dollars than the client normally spends! They will absolutely spend more on recruitment advertising than they will on normal advertising. You are helping them solve a “major problem”.
- 4) Indeed, CareerBuilder, Zip Recruiter: All use radio to attract people to their job boards. Why? If they didn’t, the majority of the people looking at their sites would be the “active” and not “passive” job seekers.

Request Recruitment Advertising Schedule Proposal:

If you would like to see examples of proven Schedule Proposals, email rick@ensmediausa.com, and we will send it to you.

Radio Recruitment Advertising Seminars:

If you would like to inquire about our seminars, either call Rick @ (605) 310-2062 or email him at rick@ensmediausa.com. ENS Media guarantees a **10 to 1 return on your investment**. In addition, the knowledge your team will learn will not only help them sell more recruitment advertising into the future, but more advertising in general.

Rick’s sales teams sold on average over \$300,000 of recruitment advertising each year. That billing amount continued to grow every year.

If you have any questions regarding recruitment advertising or anything else related to advertising sales, feel free to reach out to Rick at anytime.