Taking Flight

Soaring to Recruiting Success with Programmatic
Advertising and Job Marketing Platforms

Intro

Welcome to "Taking Flight," a guide that charts a new course for recruiting and staffing teams in the digital age. I've seen the recruitment landscape transform, evolving from traditional methods, to a more candidate-centric approach that leverages new tech, automation and relevance.

This PDF is more than just a read; it's an invitation to soar into a future where recruiting is revolutionized by technology and strategy. "Taking Flight" delves into how programmatic methods and Job Marketing Platforms (JMP) are becoming essential tools in our marketing mix, offering precision, efficiency, and unparalleled candidate engagement.

As you skim through these pages, imagine a world where each recruitment step is a leap towards building a stronger, more vibrant team. Our aim is to inspire you to embrace these changes, ensuring your recruitment strategy isn't just keeping pace, *but* setting the pace.

Here's to taking flight into the future of recruitment, together.

Travis Arnold
CEO, Boostie
travis@boostie.com

Embracing a New Era

The hiring landscape has undergone a seismic shift in recent years, propelled by changing candidate behaviors and the rapid evolution of digital technologies. Gone are the days when traditional job boards and static postings were the norms in talent acquisition. Today, we stand at the cusp of a new era, one dominated by digital and programmatic methods that are not just keeping pace with these changes but are also shaping them.

In the past, job seekers would routinely scour through numerous job boards, often encountering listings that were either irrelevant or outdated. This approach was not only time-consuming for the candidates but also inefficient for employers, leading to a mismatch in the job market. However, the advent of digital technologies has transformed how job seekers interact with potential employers. Modern candidates, especially the digitally native generations, exhibit a clear preference for personalized, engaging, and instant interactions. They are more likely to engage with job opportunities that appear in their digital ecosystems – be it through social media, targeted emails, or personalized job recommendations.

Enter programmatic job advertising – a method that leverages data, algorithms, and machine learning to place job ads across various online platforms where they are most likely to be seen by the right candidates. Unlike traditional job boards that operate on a 'post and pray' model, programmatic advertising ensures that job postings are not just seen but seen by the right eyes. It uses sophisticated algorithms to analyze candidate data like online behavior, job search history, and preferences, thereby targeting those who are most likely to be interested in and qualified for the role.

This shift towards digital, programmatic methods in job advertising is more than just a trend; it's a response to the evolving job market where candidate behavior dictates strategy. By tapping into the digital footprints of candidates, employers can not only reach a wider pool of potential applicants but also engage with them in a more meaningful, personalized way. This not only enhances the candidate experience but also significantly improves the quality and relevance of applications.

In essence, the transformation of the hiring landscape is not just about adopting new technologies; it's about aligning with the changing behavior and expectations of the modern candidate. As we delve deeper into this new era, it becomes increasingly clear that digital and programmatic methods are not just better equipped to address the current market needs - they are essential for the future of effective and efficient hiring.

History of Programmatic

Programmatic advertising, a concept that has revolutionized the world of traditional marketing, is now making significant strides in the realm of job advertising. To understand this transition, it's essential to delve into the evolution of programmatic advertising in its original context and how it's been adapted for the job market.

By 2021, 88% of all digital display marketing in the U.S. was estimated to be conducted through programmatic advertising (source: eMarketer). This shift was driven by the need for more targeted, efficient, and measurable advertising strategies.

The Birth and Boom of Programmatic Advertising

Programmatic advertising emerged as a response to the inefficiencies and lack of targeting in traditional advertising methods. Initially, it was about using automated processes to buy and sell ad inventory, but it quickly evolved into a sophisticated technology-driven approach, utilizing real-time bidding and data analytics to place ads more efficiently and effectively.

Transition to the Job Market

As programmatic advertising proved its efficacy in the broader marketing world, its principles began to be applied to the job market. The shift was gradual but significant, as employers and recruiters saw the potential for using data-driven methods to match job openings with the most suitable candidates.

- **Efficiency and Precision:** Unlike traditional job boards, where jobs were broadly posted with limited targeting, programmatic job advertising allowed for precise targeting based on a candidate's online behavior, search patterns, and preferences.

- **Adaptation to Changing Behaviors:** With more job seekers turning to digital platforms for their job search, employers needed a method that could reach potential candidates where they were most active. Programmatic advertising provided this capability, allowing job ads to appear on digital platforms frequented by job seekers.

The transition of programmatic advertising into the job market signifies a broader trend in talent acquisition - the shift towards more targeted, data-driven, and efficient methods. As the job market continues to evolve, with an increasing emphasis on digital channels and candidate experience, the principles of programmatic advertising are likely to become even more integral to the hiring process.

A study showed that programmatic job ads could reduce cost-per-hire by up to 30% and increase the quality of candidates by targeting those who are more likely to be a good fit for the role (source: Appcast 2020 Recruitment Marketing Benchmark Report).

The Job Market Today

In today's job market, the dynamics of hiring have been significantly influenced by technological advancements and changing candidate behaviors. Programmatic advertising and digital marketing have become pivotal in attracting and engaging the right talent. Understanding these dynamics is key to appreciating the role of these advanced methods in modern hiring practices.

Shift to Digital Platforms and Changing Candidate Behaviors

The job market has witnessed a marked shift towards digital platforms. Job seekers are increasingly relying on online resources for their job search, with a preference for personalized and relevant job recommendations.

Increased Competition and Need for Efficient Hiring

With a competitive job market, companies are not just looking to fill positions but to attract top talent efficiently. This efficiency isn't just about reducing time-to-hire but also about ensuring a good fit between the job and the candidate.

Programmatic advertising plays a crucial role in this landscape. By utilizing data and

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According to a study by the Boston Con-
sulting Group, companies that use AI and
data-driven algorithms in recruitment
can reduce their cost-per-hire by up to
40% and decrease the time-to-hire by 35%
(source: BCG).
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algorithms, it targets potential candidates on various digital platforms, ensuring that job ads reach those most likely to be interested and qualified.

Quality of Hire and Candidate Experience

Another critical aspect of current job market dynamics is the focus on quality of hire and candidate experience. Programmatic advertising not only targets the right candidates but also contributes to a positive candidate experience through relevant and timely engagement.

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A LinkedIn report highlighted that 77%
of job seekers prefer online job search-
es, and about 60% of the workforce is
open to new opportunities, emphasizing
the need for continuous and targeted en-
gagement (source: LinkedIn Global Talent
Trends 2020).
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Responding to Market Trends and Demand

Programmatic advertising in hiring is also about responding to market trends and demand. With real-time data, employers can adapt their recruitment strategies to changes in the job market, ensuring they remain competitive and effective.

the current job market dynamics, characterized by digitalization, increased competition, and an emphasis on quality and candidate experience, underscore the importance of programmatic advertising and marketing in hiring. These methods offer precision, efficiency, and adaptability, which are crucial in a rapidly evolving job landscape. As these trends continue, the role of programmatic advertising in talent acquisition is set to become even more significant.

A CareerBuilder survey found that 78% of job seekers say the overall candidate experience they receive is an indicator of how a company values its people (source: CareerBuilder).

Navigating Channels

In today's digital-driven world, there are numerous channels available for job advertising, each with its unique strengths. Understanding these channels is key to determining where programmatic advertising fits in and how it can enhance your recruitment strategy.

Online Job Boards

Some online job boards provide a programmatic approach to optimizing your job listings. They have a broad reach and can target ads to relevant candidates for a specific role. They sometimes result in a high volume of unqualified candidates, not all of whom are a good fit.

Social Media Platforms

Sites like Linkedin, Facebook and Instagram offer unique opportunities for job advertisements. Programmatic strategies can be used to target ads based on user behavior and demographics, making social media job ads more effective and engaging.

Career Websites and Company Pages

Programmatic tools can drive traffic to your career pages from other sites, including job boards and social media, using retargeting techniques.

Display Networks

This is a vast network of websites and mobile apps. Programmatic technology can behavorially target profiles online to deliver relevant ads to the right person at the right time across the web.

Employee Referral Programs

Programmatic tools can enhance referral programs by identifying and targeting potential candidates within the networks of your employees, based on online behaviors and profiles.

Mobile Apps and SMS

Programmatic strategies can be employed to target ads on mobile apps and send SMS messages to potential candidates based on their mobile usage and preferences.

Rise of the Job Marketing Platform

A Job Marketing Platform (JMP) represents the next evolution in recruitment advertising, surpassing traditional programmatic job advertising by offering a more holistic and integrated approach. By combining several key features such as behavioral targeting, ad creation, landing page development, and applicant conversion, JMPs provide a comprehensive solution that addresses the entire candidate journey from awareness to application.

How Are JMPs Different?

Behavioral Targeting: JMPs use advanced algorithms and available data to understand candidate behaviors, profiles, and job search patterns. This allows for highly targeted advertising, ensuring that job ads are seen by the most relevant audience.

Ad Creation and Optimization: These platforms automate and optimize ad creation, using data-driven insights to craft compelling job ads that resonate with the target audience.

- Traditional programmatic advertising offers ad placement optimization but often lacks the sophisticated ad creation capabilities of JMPs, which can dynamically alter ad content based on real-time feedback and performance.

Landing Page Creation: JMPs automate the creation of customized landing pages for job campaigns. These pages are optimized for conversion, providing a seamless and engaging experience for potential applicants.

- Landing pages created through JMPs have been shown to increase application rates by providing a more focused and tailored experience, as opposed to generic job listing pages.

A job marketing platform combines traditional marketing best-practices into one, simple solution.

In traditional marketing programs, there are 3 items that are foundational to a campaign's success.Those are:

1. Audience - A relevant group of people is foundational to anything build later.

2. Creative - Your ad creative and landing pages should be well designed. Period.

3. Call to Action - A clear way to interact with an ad, without distraction is key to success.

Applicant Conversion: Focusing on converting viewers into applicants, JMPs streamline the application process, making it user-friendly and efficient. They also employ retargeting strategies to re-engage candidates who showed interest but did not complete the application process.

A LinkedIn survey found that shorter job descriptions receive 8.4% more applications per view than average.

Changing Lanes

While traditional programmatic advertising is efficient in placing job ads across various digital platforms, JMPs take this a step further. They integrate the advertising process with deep insights into candidate behavior, sophisticated ad and content creation, and a focus on the end-to-end candidate experience. This integration ensures not just visibility but also relevance, engagement, and conversion.

Holistic Approach: JMPs offer a more holistic approach by not only targeting the right candidates but also engaging them through personalized content and seamless application processes.

Data-Driven Insights: With advanced analytics, JMPs provide ongoing insights into campaign performance, allowing recruiters to adjust strategies in real time for optimal results.

Future Outlook: The future of hiring lies in understanding and adapting to candidate behaviors and preferences. JMPs represent this future by offering an all-encompassing platform that addresses every aspect of the recruitment marketing funnel.

AI & Automation: With JMPs, artificial intelligence and automation take complex tasks like ad creation, job description optimization and audience selection off of your plate. This saves time, improves results and adds a layer of sophistication not found in traditional programmatic tools.

Job Marketing Platforms represent a significant advancement over traditional programmatic job advertising. By offering a comprehensive, integrated, and data-driven approach to recruitment marketing, JMPs are poised to become the standard in talent acquisition, catering to the evolving needs of both employers and candidates in the dynamic job market.

The Evolution

The landscape of job advertising has undergone a remarkable transformation, evolving from traditional job boards and manual processes to sophisticated programmatic advertising and now, to the cutting-edge Job Marketing Platforms (JMPs). This evolution reflects the changing dynamics of the job market and the ever-growing need for more efficient, targeted, and candidate-centric recruitment strategies.

From Traditional to Programmatic

The journey began with the shift from traditional job boards to programmatic advertising, a move that brought efficiency and targeting into the recruitment process. Programmatic advertising marked a significant step forward, leveraging data and technology to reach potential candidates more effectively. However, it was just the beginning of a much larger shift.
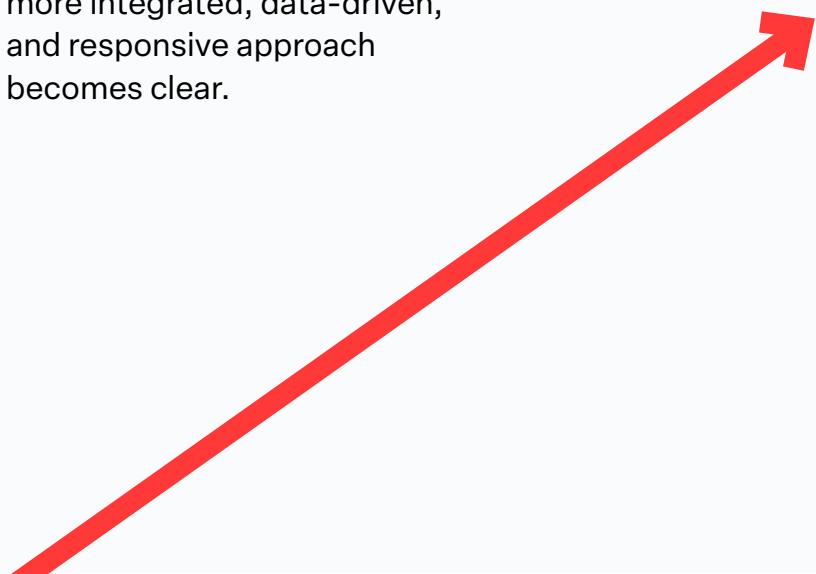
The Emergence of JMPs

Now, we are witnessing the rise of JMPs, which represent a comprehensive solution to the challenges of modern recruitment. By integrating behavioral targeting, sophisticated ad creation, tailored landing pages, and focused applicant conversion strategies, JMPs offer a holistic approach to talent acquisition. They go beyond just advertising vacancies; they create an engaging and personalized candidate journey, enhancing the quality of hire and the efficiency of the recruitment process.

The Future of Hiring

Looking ahead, the role of JMPs in the hiring process is set to become increasingly pivotal. As the job market continues to evolve with technological advancements and changing candidate expectations, the need for a more integrated, data-driven, and responsive approach becomes clear.

The evolution of job advertising is a testament to the ongoing innovation in recruitment strategies. As we embrace the future, Job Marketing Platforms stand out as the next frontier in talent acquisition, promising to transform not just how we advertise jobs, but how we connect with and engage the best candidates in an increasingly competitive and dynamic job market.

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