

POINT OF VIEW: JOB BOARDS – THE BIG 3

ONLINE ADVERTISING IN TODAY'S ECONOMIC ENVIRONMENT

In today's tough economic environment, many people are asking about the recruitment industry and the expected evolution of candidate behavior, especially as it relates to connecting the job seeker to the employer online. Online advertising is expected to increase by 43 percent by 2011, with a 25 percent increase specific to recruitment by 2012.¹

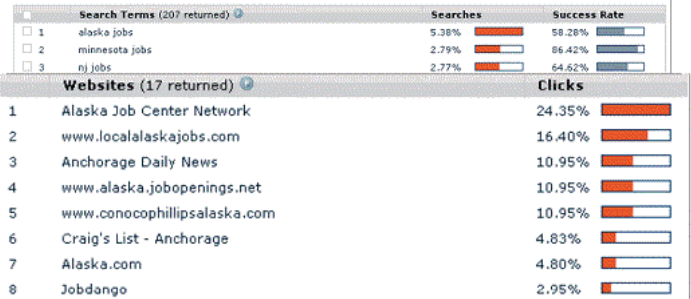
According to Media Metrix, 189 million unique visitors in the U.S. accessed the Internet in September 2008. Out of those 189 million, roughly one-third, or 63 million, were categorized as online career traffic. Media Metrix states that "The Big 3" (CareerBuilder, Monster and Yahoo! HotJobs) accounted for over 90 percent (57.351 million) of these 63 million unique visitors.²

According to ERE, job boards including The Big 3 remain the most effective tool as cited by recruiters, but many employers are utilizing this source because of brand awareness and due to internal pressures to remain with such a traditional and 'safe' channel. In most cases, if you are using all three boards, you probably don't have much left to invest in other platforms. As traffic decreases and prices increase for The Big 3, employers are looking for ways to divest or stick with just one and invest recruitment dollars in other areas, including niche sites, social networking sites and search engine options. Job boards are even using some of these search engine options to drive traffic to their site(s).

With Google, for example, the door is open for sites to focus their efforts and out-optimize the opposition; case in point is Monster, with roughly one-third of its traffic generated by pay-per-click advertising. The graph shows an example of a search done for jobs in Alaska. Note that none of The Big 3 are present in the results.³

Unfortunately, fewer people are clicking on these sponsored ads. Hitwise data reveals that only 9 percent of Googlers are clicking on sponsored listings when searching jobs. This is down from 13 percent just a few quarters ago.

Search Terms in State & City Searches
4 weeks ending September 27, 2008



Another interesting tidbit: "Monster-branded searches are down 56 percent year-over-year."⁴ As a result, they seem to be turning more and more to e-mail as a means to drive traffic in the absence of search advertising's effectiveness. According to Dougherty, 28 percent of CareerBuilder's traffic is e-mail driven, with Monster at 18 percent and Yahoo! HotJobs at 11 percent.⁴

Today, job seekers are casting as wide a net as possible during their search. They're using sites like Google and Indeed to find what they're looking for. Their knowledge of available channels is greater than ever before, which is why you see fewer passive candidates refusing to leave any contact information or résumé on the national job boards.

Although job boards are likely to remain a dominant tool in the talent acquisition process, more and more companies are looking at ways to invest their recruitment dollars in other sources. The main driver of where your recruitment dollars should be spent is data that tracks your hires or return on investment (ROI). Where are you getting your biggest return on investment or the majority of your hires? An applicant tracking system (ATS) should be able to provide this information, but that data can be skewed because these tools often give candidates a self-select option to choose where they found out about the position.

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An article by JobsinLogistics.com reports that the ATS sourcing data is 83 percent inaccurate, due to the fact that most candidates do not realize where they started their job search.⁵ An option to track ROI is JWT INSIDE's INSIDE Track™, which provides the ability to apply source tracking data and metrics for any online and/or offline media placement. Through this single application, which consolidates the online and offline data into an interactive dashboard, clients can see which media candidates are coming from and which media are producing the most effective results, and then compare online and offline vehicles to better plan and allocate their advertising dollars.

Before creating any type of recruitment media strategy, or plan for deployment, consult with JWT INSIDE to devise a strategy that works with your overall goals and initiatives. JWT INSIDE utilizes many different sources to make recommendations, including the analysis of Web trends reports, ATS data, job distribution reports and more.

Sources

1. EMarketer.com
2. Media Metrix
3. Hitwise
4. "Hitwise Paints Ugly Pic for Big 3" — Cheezhead.com
5. "ATS Sourcing Data — 83% Inaccurate" — JobsinLogistics.com

ABOUT US: JWT INSIDE helps organizations advance employee engagement through comprehensive advertising, marketing and employee communications services. Measurement tools, consulting resources and strategic approaches are employed to put the right people in the right jobs and keep the workforce engaged. The agency has 12 offices and 9 satellite locations across North America and internationally. It is a subsidiary of JWT, the largest advertising agency in the United States and the third largest full-service network in the world. Its parent company is WPP (NASDAQ:WPPGY). Visit www.jwtinside.com for more information.