



VONQ

WHITE PAPER

**MULTI-POSTING SAVES YOU TIME.
BUT HOW TO DECIDE WHICH CHANNELS TO USE?**

JOB MARKETING: SPEED AND RELEVANCE AT ITS BEST!

WANT TO KNOW MORE?
SEND US AN E-MAIL OR VISIT OUR WEBSITE
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INTRO

Recruitment is constantly evolving. One thing remains the same, though, and it is that recruitment has always been and still is driven by **speed** and **relevance**. It is an equation with two variables, where speed and relevance continuously influence one another.

While multi-posting services revolutionized the speed of distributing a job ad on multiple channels, they still face limitations in estimating the relevance of an online recruitment channels for a particular job. This is what you turn to Job Marketing for. Job Marketing enables access to top talent by suggesting the most relevant online media channels per target group.

JOB MARKETING: SPEED AND RELEVANCE AT ITS BEST!

HOW IT ALL STARTED: DISTRIBUTING JOB ADS ON MULTIPLE CHANNELS IS VERY TIME CONSUMING

Recruitment is constantly evolving. Nowadays, it is difficult to picture the good old days of paper folders, hand-written CVs and walk-in applications. With the invention of the computer, Applicant Tracking Systems arrived and applicants' information was stored and accessed much easier. Then internet brought online job portals as a resource to access candidate CVs and sourcing became easier. Years later, recruiters started to use online job portals as a resource to access candidate CVs.

And again: recruitment is constantly evolving; but also: recruitment (and job seeking, for that matter) has always been driven by speed and relevance. To post a vacancy on six different job boards would take a recruiter between 20 minutes and half an hour at best. That is, without any content alterations or additional quality check. The challenge was obvious: persuading hard-pressed recruiters to take time out of their days to post job adverts to yet another new job board was an illusion.

All these brought the need for a solution that allows recruiters to post a job to multiple job boards in just one go.

MULTI-POSTING SERVICES SAVE THE DAY

Now, whoever was responsible for the invention of multi-posters doesn't get enough recognition for what they did, i.e. revolutionising the recruitment industry.

The possibility to post a single vacancy instantly to multiple job boards allows recruiters nowadays to spend more time with potential clients and candidates, or growing the business. Despite the many perks of the multiple posting, the multi-posting tools are a living organism with a constant need to evolve. To keep up with the modern-day search behaviour of candidates, the technology has been constantly evolving. Social networks, for instance, are becoming increasingly important for job candidates and are therefore part of the multi-posting toolkit nowadays. A candidate's first point of contact is no longer to go to one specific job board. They tend to do an initial search on online platforms, hubs and communities, where they know they'll find like-minded users and relevant information (i.e. Keggles for data scientists or Stockoverflow for software developers).

So, now that we know that multi-posters can help you a great deal on increasing the speed of distributing your job ads, let's see how Job Marketing can help you with the other variable in the equation - the relevance of your job ads. Shall we?

JOB MARKETING: SPEED AND RELEVANCE AT ITS BEST! HOW JOB MARKETING CAN HELP YOU OVERCOME MULTI-POSTERS LIMITATIONS

What if you want to minimize the risk of your investment and be able to better predict the outcome of your recruitment campaign? What if you want to know more on which are the best channels to distribute my job advert on?

To answer these and more, we take a closer look into how Job Marketing can help you overcome the limitations multi-posters can impose to you in terms of relevance of your job ads.

Let's look at the following **five scenarios** showing how Job Marketing can help you overcome some of multi-posters' limitations.

1. WHAT IF I HAVE MULTIPLE JOB OPENINGS FOR A VERY HARD TO FIND GROUP OF PROFESSIONALS

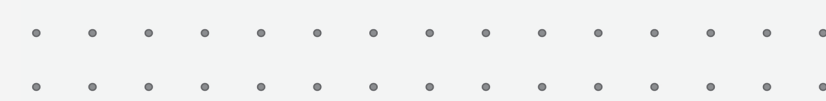
Multi-posting allows you to post a job to multiple job boards in just one go. One of the leading suppliers of multi-posting software Broadbean Technology, for instance, provides access to around 400 job boards. Dan McGuire, managing director of Broadbean Technology, [elaborates](#): "Each vacancy currently ends up on six sites, while we expect the average to be closer to eight in the near future". What you want is access to a variety of channels, which improves your chances to cover the spectrum of job profiles you have in your portfolio for an year ahead.

Then again, what if all of a sudden, somewhere half-way through the year, you get a dozen of new openings for a scarce candidate group (these 13 new QA engineers your evolving software platform demands for). You'd most probably be facing many questions, the main ones being *Where do I find 13 new QA engineers in a month?* and *Do I need to explore new job boards and negotiate contracts with them?* and most importantly *Do I have enough time to spend on that?* If a multi-poster does not have a particular channel in their portfolio yet, they may be able to acquire it or offer other job boards for the same industry profile. The flexibility that multi-posting suppliers offer is what makes them a great partner, but needles to say opening an account with a new job board comes at a price. All these logistics around opening a new account (i.e. exchanging mails back and forth with the partner, re-negotiating and waiting on a confirmation) costs you time.



**YOU WANT TO MAKE SURE THAT YOU
HAVE A SUPPLIER BY YOUR SIDE WHO
ENABLES ACCESS BEYOND THE
GENERIC JOB BOARDS ONLY.**

It is essential to have access to a big variety of job boards and media channels if you want your job ad to reach the right audience. That's why you want to make sure that you have a supplier by your side who goes beyond the generic job boards and offers access to numerous job boards (both generic and niche), social media channels and communities. With [VONQ's Job Marketing Platform](#) you get all pre-contracted channels, so that individual media buying isn't needed anymore, which saves you plenty of time.



2. WHAT IF

I FIND IT TOO RISKY TO PRE-CONTRACT ALL ONLINE RECRUITMENT CHANNELS FOR A YEAR AHEAD

- Annual contracts with suppliers have been the standard in the industry for some time now. How many times has an annual contract left you either spending credit on channels not converting well enough, or negotiating on ad-hoc contracts with new channels, leaving you with unused credits? You don't have the time to deal with short-term contracts, but you also realize that the online recruitment landscape is constantly changing. Your ideal candidates are quickly adopting the next big thing and this can leave you stuck with irrelevant channels for a year ahead. Competition doesn't sleep either. That is why it is essential to stay flexible by being able to adjust your online recruitment strategy throughout the year.
- We.Feel.You. Timely evaluation of campaign results and staying agile in your approach is a top priority in the modern innovation-driven business landscape. Evaluating the success of the media channels on the fly and being able to adjust accordingly will get you a long way. That is why, here at VONQ we offer a pay-as-you-go option in addition to a standard subscription for our Job Marketing Platform.



SAVE
TIME

3. WHAT IF

I WANT TO BE ABLE TO MAKE AN UPFRONT ESTIMATION OF MY INVESTMENT IN ONLINE CHANNELS

Here is what Dan McGuire, managing director of Broadbean Technology, says about how the technology works: "All the posting to the job boards is done 'behind the scenes', as is the candidate processing. After they [recruiters] have sent their advert the next thing they hear from us is when a candidate is delivered back to their inbox."

Nowadays, however, "Customers want more and more in-depth information," says John Cassidy, operational director of Conkers. And specifically, he says, they want to know whether a particular job board gives them the quality of response they are looking for. To address this demand multi-posters started providing a range of reporting tools which enable recruiters make well-informed decisions on where to spend their advertising budget. By knowing the source of each candidate, and combining it with the number of placements made and the cost of the advertising, recruiters are then able to calculate the return on investment for each job board. One drawback, however, is that you can only see how successful a channel is after you've contracted it. Also, you can only analyze the channels separately and not as one overarching job ad campaign.



YOU WANT TO MAKE SURE THAT YOU HAVE A SUPPLIER BY YOUR SIDE WHO ENABLES ACCESS BEYOND THE GENERIC JOB BOARDS ONLY.

Then, one would wonder, what if there is a next big thing in this process of gathering as much data about the best channels to reach candidates. Good news again: There is. It involves upfront predictions and reporting on the success of all selected channels as a whole. Thinking of all the channels you selected for a job ad in terms of one overarching campaign would help you analyze its success. Being able to get a free upfront estimation of how successful a channel would be is essential for a better ROI.

4. WHAT IF

I WANT TO MAKE SURE THAT MY JOB VACANCY IS DISTRIBUTED SEAMLESSLY ACROSS ALL JOB BOARDS

Each job board has certain specifications in the job advert uploading process. Some allow for shorter pieces of copy and others vary in predetermined fields that need to be filled in. Automaton is what secures the efficiency of multi-posting suppliers, but it can also be the source for involuntary errors. Oftentimes, the case is that there are mistakes in the transfer of a job ad content and the field mapping. Having such errors can have a damaging effect on both the success of your job advert as well as your overall employer brand.

To handle this automated job ad distribution drawback, here at VONQ we have the capacity to run a quality check on your posted job vacancies and ensure that they are of highest quality.



5. WHAT IF

I WANT TO AVOID SPENDING EXTRA TIME ON OPENING AN ACCOUNT WITH A NEW JOB BOARD?

As long as you are only able to evaluate separately the success of your job ads on the different online recruitment channels you used, you'd not be able to gain overview of your combined efforts as a whole. You don't want just a random selection of online channels, which you then analyze one at a time. No. You want the most effective combination of channels. Only then you can speak of a holistic job marketing campaign, which you'll be able to track and therefore improve.

That is why, with our Job Marketing Platform we go beyond solving your process pains. Our main concern is solving your business problem as such and treating the distribution of your job ad as an integrated campaign. With the [VONQ Job Marketing Platform](#) you gain instant access to all the online recruitment channels worldwide you'd need to find the right hire, accessible at 1 click distance only. You get a free advice on the most relevant channels for your target group, based on performance data. You can easily select well-known media channels, along with exploring new ones with the help of the intelligent algorithm-based free recommendation functionality.

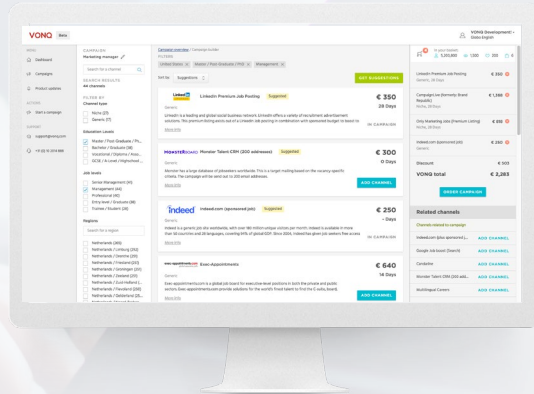


YOU DON'T WANT JUST A RANDOM SELECTION OF ONLINE CHANNELS, BUT THE MOST EFFECTIVE MIX OF CHANNELS FOR YOUR TARGET AUDIENCE.

OUTRO

Recruitment is constantly evolving. Recruiters' goal, however, remains the same: to find the best possible hire in the shortest possible time frame. Job Marketing tackles this demand by enabling access to top talent by suggesting the most relevant online media channels per target group.

JOB MARKETING: SPEED AND RELEVANCE AT ITS BEST!



TRY OUR
JOB MARKETING PLATFORM
TODAY!

GO THERE!

WANT TO LEARN EVEN MORE ABOUT JOB MARKETING?
HERE ARE A COUPLE MORE READS FOR YOU:

[All you need to know about the recruitment mix:
Recruitment Marketing, Referral Programs, Sourcing, Recruitment Agencies](#)

[One fix for your top 3 metrics: Time to hire, Cost per hire, Quality of hire](#)

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