

# HUMAN CAPITAL FALL 2005 TIMES

A PUBLICATION OF SHAKER RECRUITMENT ADVERTISING & COMMUNICATIONS

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## What's Ahead... in Recruitment Advertising?

### KEYWORD ADVERTISING: Cost-Per-Click Text Ads Drive Traffic Directly To Your Own Site

By Mike Temkin, Vice President of Strategic Planning and Development



*This is the fourth and final article in a series that will identify what's ahead in recruitment for the coming year. "What's Ahead" will examine the state of the economy, evolving technologies, strategic planning, and how these issues affect and influence recruitment.*

Across industries, the employment marketplace is becoming more competitive. If your recruitment challenges require that you become more aggressive in attracting applicant flow, then you should consider an advertising strategy that enables prospective candidates to see your message above any other job board postings that would compete for applicant attention. You need to have your message where the candidates begin their Internet job search, or where they go to find information about their vocational interests.

While many job seekers go directly to specific job boards and use their search engines to find job opportunities, most Internet users start surfing on search engines such as

"Shaker builds and manages keyword campaigns for a growing number of clients."

Google or Yahoo. Your company can now sponsor a text link that goes from a search engine directly to the appropriate page of the employment area of your company's Web site, or to a micro site with employment information. And you only pay for the sponsorship of the link when a person actually clicks the link and goes to your site.

Shaker builds and manages keyword campaigns for a growing number of clients. For this type of campaign, we build a list of keyword terms appropriate for a client's employment initiatives, and then we manage a bidding process to secure ad text visibility when a job seeker types in the keyword term. The cost for each term fluctuates on a bidding process depending on the demand for the keyword and the number of times a keyword is entered into a search engine or on a participating network site.

For example, a job seeker goes to a search engine and types in a phrase such as "pharmaceutical sales jobs in Minneapolis." When the prospect searches with those words, a brief summary of the employment opportunity will appear at the top of the results list or at the side. If the user clicks on that link to go to the client's Web site, only then is the client charged the bid amount for the placement.

These cost-per-click text ads not only appear on search engines such as Google, Yahoo and Ask.com, but also on job board aggregators such as indeed.com and oodle.com; portals such as AOL and MSN; and news and information sites such as NYTimes.com, cnn.com, iVillage.com and espn.com. The text ads also appear on blogs such as (for pharmaceutical sales jobs) pharmaceuticalsalesjobsblog.com.

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# Take It Outside



## Your Radio Message Can Be Heard As Close As Your Computer

By Amy Umbricht, Shaker Media Strategist

Audio streaming—or online digital programming—has become an increasingly popular information and entertainment resource among radio listeners. According to January 2005 Arbitron/Edison media research, 15% of Americans say they listen to Internet radio over the span of one month, and 8% listen to Internet radio over the span of one week. Radio stations that provide digital programming have an edge over their competitors, and advertisers who take advantage of a station's online components can really set themselves apart from all the media clutter.

"Streaming ads can be extremely effective in increasing brand awareness and recognition."

This is an opportunity for radio stations, and therefore their advertisers, to further their relationships with job seekers through an aggressive broadcast and online strategy. Streaming advertising has proven to be a phenomenal vehicle for branding on the Internet. Streaming ads can be extremely effective in increasing brand awareness and recognition.

With streaming audio, advertisers trying to reach specific demographic or psychographic groups can get their messages out to those audiences locally, as well as nationally, and at a time when no one else is...like during the work day. Audio streaming offers significant benefits such as creating personal involvement, reaching proactive niche audiences, generating audio, visual and emotional excitement, and providing the opportunity for an immediate call to action with just a simple click of a mouse—all at a low cost-per-spot.

Streaming media advertising is also proving to be effective when purchased along with a broadcast schedule in order to reach a wider audience. Many stations offer an online stream which duplicates the on-air broadcast, with the exception of the commercials. Commercials that run online are different from those broadcast on radio. By running spots both on-air and online, advertisers have the opportunity to send different messages. For example: a radio broadcast may encourage listeners to use the telephone to contact a prospective employer, while the online listener is encouraged to visit an employer's Web site.

Now, with the increasing popularity of broadband access to the Web, advertisers have access to larger audiences, making Internet radio an efficient and effective medium. Virtually every consumer with a PC already owns the hardware they need to listen to Internet radio at their desk. And soon virtually all mobile phones and PDAs are going to have Wi-Fi access and the software required to turn them into Internet radios.

Including a radio station's audio stream in your media plan is an effective and cost-efficient way to further your campaign's reach, and to brand and differentiate your company as an employer of choice. Contact your Shaker Account Executive to set up a time to discuss this and other innovative media with one of Shaker's Media Strategists.

For more information on how to incorporate audio streaming into your Internet contracts, contact Amy Umbricht at [amy.umbricht@shaker.com](mailto:amy.umbricht@shaker.com). ■



## What's Ahead? *(continued from page 1)*

There are advantages to having job postings on widely recognized, highly-respected Web sites such as Monster, CareerBuilder and Hot Jobs, as well as geo-targeted and skill set niche sites. Those Web sites have allocated huge marketing budgets to build user recognition and increase the potential for qualified traffic. In fact, in many cases they are using these same keyword-advertising techniques to drive traffic to their job boards.

On career boards, your company's postings receive high traffic flow generated by those sites, as well as the goodwill and implied endorsement from being associated with those well-known brand names. If your company is not well-known, you receive the added value of being seen by job seekers attracted to the job board by the well-known, major companies who have also posted on job boards. Very similar to small companies that benefit from being next to big companies at Job Fairs, by sharing the

attendance attracted partially by the reputation and recognition of the well-known companies.

Keyword advertising can be the key to extending the power and value of recruitment advertising for your company, with plenty of potential rewards and very little risk. Have your Shaker Account Executive set up a meeting or conference call with a Shaker Innovative Media Services (IMS) expert so that you can explore the opportunities available to you through Cost-Per-Click Keyword Advertising.

For more information on behavioral marketing and strategic innovative media placement, ask your Shaker Account Executive to arrange a meeting with a representative from our Innovative Media Services Department (IMS), or contact Mike Temkin at [mike.temkin@shaker.com](mailto:mike.temkin@shaker.com). ■

"Keyword advertising can be the key to extending the power and value of recruitment advertising for your company..."



WHAT ARE YOU LOOKING FOR?

get it together.

Whether you're searching for a job or trying to get a better one, look to ChicagoJobs.com, the award-winning online employment source. With thousands of local careers in a wide variety of industries throughout Chicago, the suburbs and beyond, it's the easiest way to find the best local opportunities.

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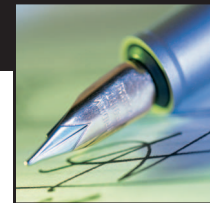
E-mail [zoomhire@shaker.com](mailto:zoomhire@shaker.com) for more information.

zoomHire  
Response Management

From the desk of Cathy Shaker Breit

# The power of relationships

Our door is open to you.



## We at Shaker believe it is the power of relationships that will win out in the business world.

In this column so far, I've addressed topics that I believe can further improve and develop relationships between you the client and us the agency. Besides the valuable partnership that you develop with your Account Team, as well as with our Marketing, Financial and Internet/Broadcast Departments, it is important to develop relationships between you/your Management Team and the principals of Shaker.

Being in a family-owned and operated business, we strive to treat our employees—and our customers—like family. That means it's important to us to have open and honest lines of communication with you, and those in your company who would like to have direct access to our agency's leadership.

**"It's important to us to have open and honest lines of communication."**

We live in an era of extreme media fragmentation. In the past, we had a limited number of media choices for recruitment advertising. Now there are many—even hundreds—of realistic and viable choices, depending on the recruitment strategy. Now more than ever, the media comes to agencies of our size

and stature, to talk to us about what our customers need and want. We respond with solutions and strategies based on information that we learn from you, and from our Account Teams who work with you. We welcome direct communication with you, as we are your direct advocate to the media.

In addition, as an agency, we continue to evolve based on the needs of our customers. For decades, our agency offered basic print recruitment advertising because that is what our customers wanted. Now, of course, our service offering has diversified and expanded to provide full-service recruitment advertising and communications services, from Internet advertising to Web site/Interactive communications to employer branding, to diversity consulting, and more. Listening to our customers and responding to their needs ignited these offerings.

It is wonderful to hear testimonials from you about your Account Team and our creative work. But it is equally important that if you have issues or concerns, you share them with us. Communication is key.

The principals of the agency attend many industry conventions and conferences, and we look forward to connecting with you at these events. In addition, we welcome you to visit us at our agency, tour our facility, and brainstorm with us. Call us or e-mail us,

whichever you prefer. Don't hesitate to reach out.

We are all constantly reminded that business has changed—that the model is different now; however, we at Shaker do not want to lose sight of what has made us grow into the nation's largest privately held recruitment advertising agency: the strength of our client relationships.

As the economy continues to improve and recruitment needs flourish, let us all be re-ignited in pursuing the power of relationships.

If you are currently a Shaker customer, I hope that we continue to exceed your expectations. If you are contemplating joining our family of customers, it is this philosophy of business that you will experience.

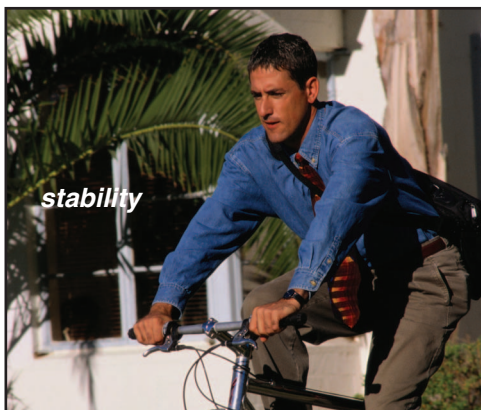
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Cathy Shaker Breit



stability

## What are you looking for?

get it **together.**

People go to Florida for many reasons. And **Floridians** go to FloridianJobs.com for one very good reason: This is the definitive job board for opportunities all across Florida. Here you'll find postings gathered in one easy-to-use site. So make it your destination. Got it?



## New Jobs Domain Will Energize Internet Job Hunting



**By Roger Herman and Joyce Gioia, Strategic Business Futurists, The Herman Group**

A new Internet domain, recently approved for international use, will substantially alter the use of computers for both job hunting and recruiting. A fine example of the right idea at the time, this emerging alternative innovation will enhance the capacity for employers and candidates to find each other.

Under current conditions, people interested in a job with XYZ Company can visit the corporate Web site to gain information and apply for a position. Beginning at [www.xyz.com](http://www.xyz.com), the applicant searches for the appropriate linkages and continues clicking until the desired employment page is found. While some employers have made this process relatively easy, most force the visitor to invest frustrating search time going through page after page. The process challenges the patience and tenacity of many job-seekers, who become discouraged and give up searching for opportunities with XYZ.

With the availability of a new jobs domain, employers can make the experience considerably easier for prospective employees. The attractiveness is the ease of going directly to the employment section of a company's Web site. People interested in working for XYZ will now be able to click on

[www.xyz.jobs](http://www.xyz.jobs) and be exactly where they want to be—instantly.

The increasing activity from workers looking for new opportunities is already increasing use of the Internet for searches. Some job seekers use the big job boards such as CareerBuilder or Monster. Others concentrate on the niche job boards (see "Niche Job Boards Filling a Need," *Herman Trend Alert* of March 2, 2005). Now, as more and more employers use the dot-jobs pointer, job seekers will be able to go directly to the employment section of the Web sites of the companies that interest them.

The key to the effectiveness of this new tool will be how strongly and how quickly employers adopt the new domain to strengthen their position in the electronic employment marketplace. When the dot-jobs access opens in early September, job seekers will be typing in the names of companies of interest, followed by ".jobs." Early adopting employers will gain the biggest benefits.

*From Herman Trend Alert, by Roger Herman and Joyce Gioia, Strategic Business Futurists, copyright 2005. ■*

# Shaker News

## FloridianJobs.com Awarded Outstanding Recruitment Web Site



FloridianJobs.com was awarded Outstanding Recruitment Web site by The Web Marketing Association in their 2005 WebAwards—a premier annual awards competition that honors exceptional Web site development. FloridianJobs.com is a comprehensive local job

board that covers the employment scene across Florida. Showcasing hundreds of premium job opportunities all across Florida, FloridianJobs.com offers advanced services that streamline the recruitment process for job seekers and employers. ■

## ChicagoJobs.com helps Hurricane Katrina Evacuees

ChicagoJobs.com has launched a Hurricane Katrina Relief Program in an effort to aid some of the thousands of Gulf Coast evacuees who were relocated to the Chicagoland area. The dedicated job board, ChicagoJobs.com/katrina, connects evacuees with local employers, matching jobseeker skill set and work experience to job postings. At ChicagoJobs.com/katrina, job seekers can fill out employment-profile forms, and employers can identify desired qualifications for their postings. The system auto-generates matches, and then e-mails candidate profile and contact information to employers. If you are interested in helping a Hurricane Katrina evacuee locate a job, or have questions regarding the initiative, please e-mail [katrina@chicagojobs.com](mailto:katrina@chicagojobs.com). ■



## Shaker Foundation – Katrina Relief Efforts

Shaker has also launched a fundraiser to contribute to Hurricane Katrina relief efforts. Shaker is matching funds raised with America's Second Harvest and Americares. Both nonprofit organizations specialize in humanitarian aid, and assist by bringing food and healthcare to areas in need. Shaker also collected clothing, toiletries, nonperishable foods, baby products, and first aid supplies for the area of Slidell, Louisiana, which will aid some of the estimated 10,000+ homeless. ■



## Shaker Celebrates 55th Year

Shaker Recruitment Advertising & Communications is excited to celebrate its 55th successful year of business. Shaker has served the human resources industry since 1951. Joseph R. Shaker's bold vision for how recruitment advertising could be revolutionized continues to evolve to meet and exceed Shaker client needs. Through hard work and dedication, Shaker has earned a reputation for delivering unmatched customer service in recruitment advertising. Shaker is proud to share that we have grown by 11.8% in 2005, now with nearly 200 employees in IL, MA, FL, and NJ. ■

## Shaker Promotions

Congratulations to Jim Holesha and Bennett Williams on their promotions at Shaker. Jim Holesha has been promoted to Vice President of Branch Operations, and Bennett Williams has been promoted to Director of Client Services. Shaker is proud of both Jim and Bennett, who are esteemed leaders within the organization and who are devoted to building relationships with our clients and media partners in order to achieve our clients' recruitment goals. ■



**Jim Holesha**  
Vice President of  
Branch Operations



**Bennett Williams**  
Director of  
Client Services

## Jobfest Adds CareerBuilder to Network

Shaker Recruitment Advertising & Communications proudly announces that CareerBuilder.com is now an affiliate of Jobfest—a dynamic, self-service job posting package and service. With Jobfest, postings are written and posted—all for less than half of what it would normally cost to purchase individual postings on all of the participating Web sites. The Jobfest network now includes: Monster.com, HotJobs, *The Wall Street Journal's* CareerJournal.com, NationJob.com, Job.com, The Regional Help Wanted Network, CollegeRecruiter.com, Net-temps.com, 4Jobs.com, America's Job Bank, Vault.com, NowHiring.com, and now CareerBuilder.com. Ask your Account Executive for more information about Jobfest. ■



*Shaker Recruitment Advertising & Communications helps companies, from the smallest businesses to the largest corporations, attract and retain top talent. Shaker's dynamic range of progressive services includes recruitment advertising, interactive communications, employee communications, employer branding, and global strategic advertising. The largest, privately held firm of its kind, Shaker is headquartered just outside of Chicago, Illinois, with branch offices in Florida, New Jersey, and Massachusetts. Shaker has served the human resources industry since 1951.*