

job*a*matic



Tips for Take Off

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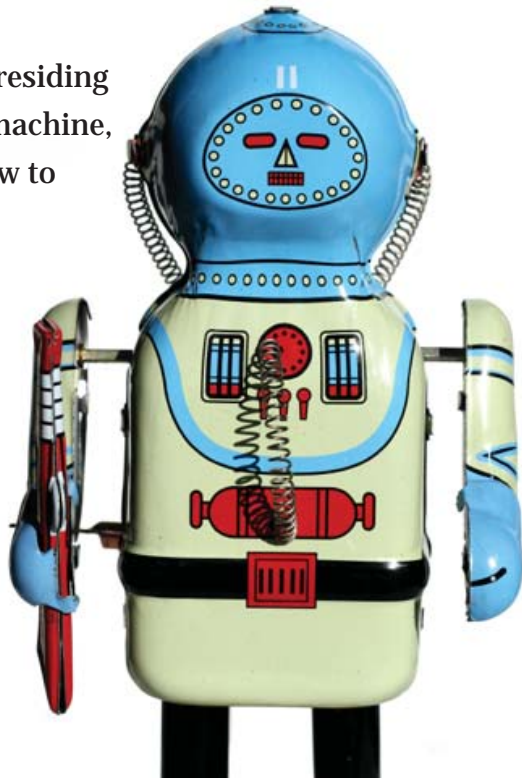
So Ya Wanna Sell Job Listings, eh?

Attain Instant Mogul Status
With These Handy Job-a-matic Promotional Tips

Congratulations, savvy sitemeister. You've signed on with Simply Hired and, with Job-a-matic, you've added a jobs section to your site. Very value-added of you, if we do say so ourselves.

So now that you find yourself presiding over a hardworking little cash machine, you are probably wondering how to rev up your revenue, right?

We want to help. Following are some tips for promoting your new jobs section.



If you build it, they will come...

Your job site is up, but for some reason that mild-mannered reporter from the Daily Planet hasn't put you on the front page. How to attract some well-deserved attention?



1) You Blog, Therefore You Be ...

If you've got yourself a blog, use it! Let your readers know that they can post jobs on your site. Here are message points we'd suggest you use:

Key message points:

- * We've developed a well-informed, highly-targeted audience. Now, you can promote jobs at your company to our readers through our partnership with Simply Hired.
- * It's easy to post jobs to [INSERT BLOG/SITE NAME] using Job-a-matic's four step process.
- * Your jobs will also be posted across the entire Simply Hired jobs network, which includes sites like MySpace Jobs, LinkedIn, MyWay and, of course, Simply Hired
- * At [INSERT PRICE] per listing, it's a darn good deal!
- * Hungry for [INSERT VERTICAL MARKET NAME HERE]-savvy talent? Give Job-a-matic a try.



2) Advertise, advertise, advertise...

Does your blog or Web site have display advertising? Use Job-a-matic's free job widgets to promote your job site and automatically list recently posted jobs on your main pages. We give you the HTML. All you need to do is cut and paste!

If you're feeling creative, try creating simple banners to drive job seekers to your listings. Don't forget to also make a few banners encouraging employers to post jobs to reach your targeted audience.



The Missing (Text) Link...

Add some well-placed text links that point visitors to your job site. Make these links as highly visible as you can, as Humanoids are notoriously inefficient at noticing things. The more obvious your call-to-action is, the more people you'll drive to your listings.



This Just In, from the Department of Shameless Self-Promotion....

Create a press release that describes your paid job listings and the audience you deliver. Then share the news with select reporters and bloggers in your market. The readers you'll reach with targeted public relations efforts will represent well-qualified prospects. And you'll be hard-pressed to find a more cost-effective way to reach them than via PR. (Get it? Hard-Pressed? ...Never mind.)



And They'll Tell Two Friends, and So On, and So On...

Word of mouth remains the best PR of all. It's free, and it's genuine. And community is a huge part of why you're running a blog or Web site in the first place, right? Drop an email to the folks in your address book who'd care and let them know that companies can now buy job listings on your site. Encourage them to tell others. And so it spreads ...

And then what?

You've done the things described above, and employers are starting to buy job listings from you. Swell! Now, where to go from here?

1

Keep on bloggin'

Plug your jobs section regularly on your blog. The love you give it will make its way back to you in the form of revenue. Try listing all the new job listings of the week in a regular post to let visitors know about the newest postings and give employers extra bang-for-the buck.

2

Refresh those banners

Display ads have a tendency to "burn out" quickly. Your clickthrough will fall off ... and so will visits to your jobs section. Make sure to refresh your creative to keep those clickthrough levels up.

3

Don't lose the links

As you tweak your site over time, make sure your text links don't get lost in the shuf?e. No links, no bucks.

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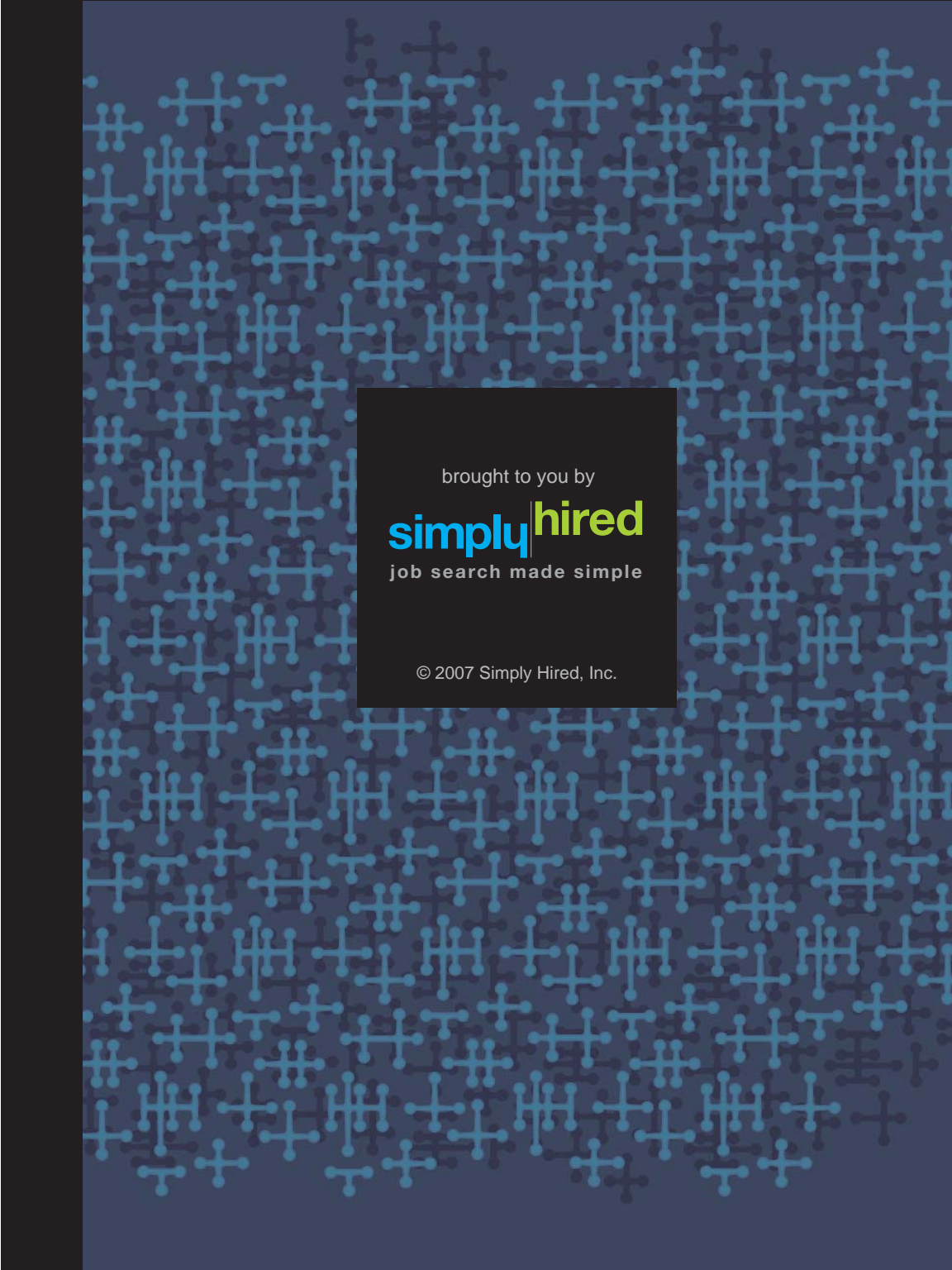
Pitch success stories

Pull together some customer success stories and pitch them to the journalists that cover your market, as well to those interested in the advertising and employment sectors. Journalists are always hungry for good content. If you've got an interesting tales to tell, you can score press coverage well beyond launch.

5

Stay informed.

We'll regularly posting other tips for making the most of your new job site on the Job-a-matic blog at <http://blog.jobamatic.com>. Visit regularly or subscribe to our blog's RSS feed so we can help you continue optimizing your new job site!



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