

The background features a hand pointing towards a grid of icons. The icons are stylized silhouettes of a person in a suit and tie, arranged in a grid pattern. The word 'ANGEL' is prominently displayed in the center, with a glowing orange halo around the letter 'A'.

ANGEL

Sales Reps Digital Targeting Strategies for the **Recruitment Industry**



AUDIENCE EXTENSION

MULTI-PLATFORM TARGETING

RIGHT AUDIENCE ACROSS ALL SCREENS

Frequently Used Targeting Mix / Options

General Population

- Run of network within target zip codes of your direct market area

Content Targeting

- Employment Sites, Data Targeting, Industry Specific Sites

Frequently Used Demographic Targets

- Career, Job Industry
- Age, Ethnicity, HHI
- Management Level
- Industry Specific Targeting

Sample Behavior Targeting Option

- SIC Targeting
- SIC Targeting
- Specific Job Seekers by Career Interest

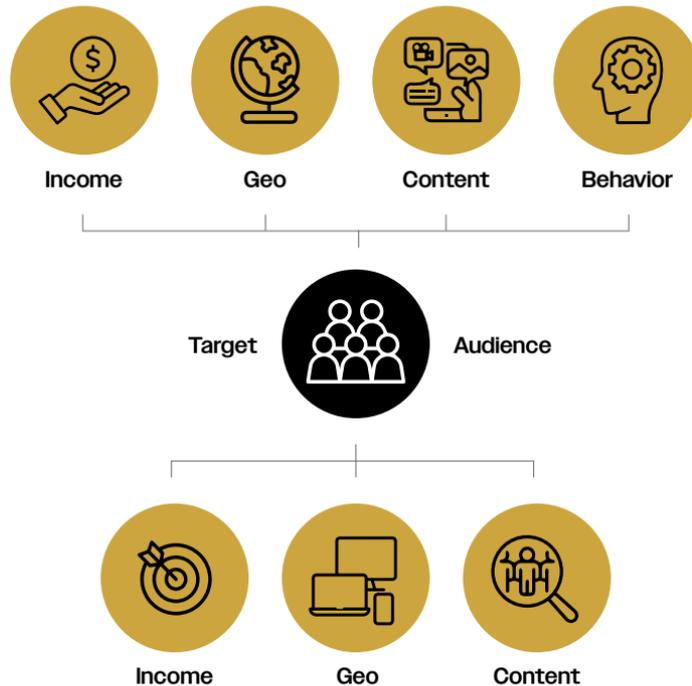
Retargeting

- Desktop site visitors
- Display & pre-roll
- Search retargeting

We'll optimize across content targets, data sets & platforms based on performance.

AUDIENCE EXTENSION

INVENTORY + TECHNOLOGY



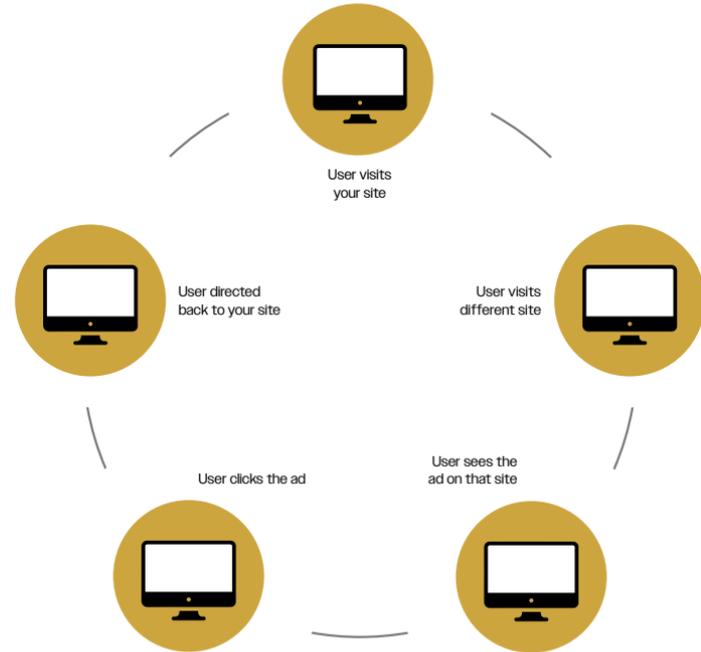
We have access to over 10 billion impressions daily. Our inventory reaches 95%+ of all internet users. Breadth of inventory sources lead to higher quality impressions.

Precision targeting allows us to reach your core audience segments.

AUDIENCE EXTENSION

SEGMENTED RETARGETING

Engage the right visitors with the right messaging, bring them back to your lot and desk the deal



1. Search Retargeting

2. Display & Pre-Roll Retargeting

3. Search Retargeting

4. Display & Pre-Roll Retargeting

CASE STUDY

DIGITAL MARKETING

Company Overview

A national distribution company responsible for transporting 10,000's of parcels per. They experience significant employee turnover each month for positions at all levels from warehouse workers, drivers, and general labourers.

The Challenge

By combining behaviour, content, IP and retargeting, the team was able to reach the client's target / potential high net worth consumer at all stages of the decision making process.

The Plan

The distribution company needed a constant flow of applicants available for full-time, part-time, and seasonal workers.

The Results

In 3 months the team accomplished the following:

- Maintained a constant flow of available labour
- Shortened the hiring process
- Filled positions with qualified applicants

The Results

- 750K Impressions
- .12% CTR
- 900+ site visits/
interested applicants



AUDIENCE PROFILE

We layer premium online & offline data elements based on observations about your customer's browsing behavior these characteristics to generate a highly-curated Audience Profile.

We leverage our data-collection sources to reach that Audience Profile to ensure your customers are served the right ad at the right time during their purchase journey.

- Extensive Reach
- Device Independent

Reach more customers with accuracy and privacy on any internet-enabled device.





TALK TRACKS & ELEVATOR PITCH

Millennials are joining the workforce in increasing numbers, bringing different ideas about what jobs are supposed to be, and how to apply for them forcing companies to change how they recruit. Additionally, workers are more willing to switch jobs and try a new opportunity.

“71% of the US labor force is open to a change and/or actively seeking a job change” Source: Jobvite

Between Millennials and evolving workforce loyalty HR Departments and Hiring Managers are forced to change adjust their marketing strategy to a digital centric plan reaching active and passive job seekers. We leverage digital marketing across multiple platforms creating a balanced digital media mix, measuring each platform, it's productivity and ultimately it's cost per acquisition.

In addition to what we can learn from the marketing of your job opening we can learn even more from the people we bring to your website, draw valuable inferences and maximize your marketing budget.



FOR
SALES REPS

INTRO EMAIL

Subject Line: Appointment

Dear Mr. Advertiser,

I wanted to reach out and see if you have time available on Monday or Tuesday next week to discuss what Angel Network is doing for other recruiters and see if it might be a good fit for you.

In addition to our weekly print presence we have built a digital marketing solution focused on recruitment that we're executing for companies as big as FedEx in 20 of the top 50 markets in the US.

Please let me know if 1 or 2 pm would work for you either day to discuss.

Thank you,



FOR SALES REPS

SAMPLE QUESTIONS

TO ASK AN INTERNET SALES MANAGER,
OR A GENERAL SALES MANAGER

- How are you currently marketing these positions?
- What kind of online advertising are you currently leveraging to find qualified candidates?
- How many of these positions are you trying to fill?
- How many candidates do you typically interview before you make a hire?
- Who is most likely to be a potential placement? Age? Income? Previous work?
- What is your budget for filling these positions?



ANGEL

To learn more about Adfuel and our advanced marketing solutions
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