Introduction to
Facebook Ads for Recruiting

**Brought to you by** **WORK4**

Introduction

Did you know that 1 out of every 7 minutes spent on the Internet is spent on Facebook?

With over 1.3 billion members and 802 million of those logging in daily, people spend more time on Facebook than any other website in the world. In fact, Facebook users spend an average of 29 minutes per day on the network. This gives you a tremendous opportunity to find the candidates you need. But how do you find the *right* candidates?

With Facebook Ads.

Facebook Ads leverage the social media site's enormous reach and pair it with robust ad targeting that ensures you'll reach the exact candidates you need, when you need them. With targeting options ranging from location and interests, to education and work history, you can easily define your ideal candidate profile to promote your employer brand, talent community, recruitment events, and jobs to your target candidates.

With all of Facebook Ads' available targeting options there's almost no limit to who you can find. So let's jump right in with a quick overview of how it works!

Interests

Work

Location

Education

Skill Sets
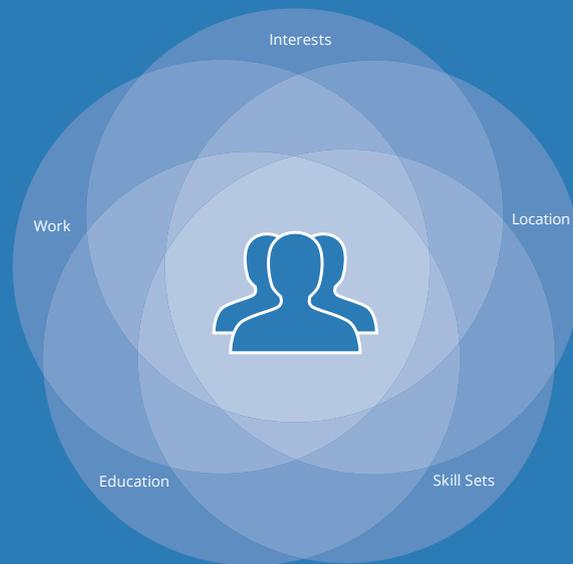
Getting Started with Facebook Ads

When you prepare to launch any ad campaign, the first thing you should consider is the goal you're trying to reach. Facebook Ads are no different. Primary objectives for recruitment ads include driving applicants to a specific position, improving diversity hiring, increasing recruitment event registration, building your talent community, and advertising your employer brand. So before you get going, take a minute to think about what you'd like to accomplish.

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Define Your Ideal Profile

Once you've decided on your campaign objectives, think about what an ideal candidate would look like. What is their education level? How many years of experience do they have? Have they worked for specific companies in your industry? And so on. Facebook has the best ad targeting capabilities available on the Internet to help you find the right candidates.

You can target based on:

- **Location**
  Country, state/province, city, or zip code
- **Demographics**
  Age, education, workplace experience
- **Online actions**
  Users who have visited your website
- **Behaviors**
  Purchase history, device usage

- **Connections**
  Users who are connected to certain Pages, apps and events
- **Custom audiences**
  Users from a custom list of your creation
- **Look-alike audiences**
  Users similar to your Page fans, custom audiences or website visitors
- **Interests**
  Hobbies and Pages liked

With these options, you can target as broadly or as narrowly as you'd like in order to reach your campaign goals. For instance, if you're looking to staff a new retail location, you may want to broadly target people who like fashion. But if you're looking for an experienced ER Nurse in El Paso, you may want to narrowly target professionals within 20 miles who have a specific degree and more than 6 years experience. With other ad networks, the average online reach for narrowly targeted campaigns is only 38% accurate. But according to Nielsen, narrowly targeted Facebook Ads campaigns are more than 89% accurate. That's over two times more accurate any than other ad network!

Common Recruitment Campaigns

Fill a Specifc Job or a Group of Similar Jobs

When you're hiring for a specifc position or several similar jobs, you could simply target by job title to find candidates that currently have similar positions. But what if a user hasn't filled in their job title or it doesn't exactly match your criteria? The good news is you can target a *much, much* more precise audience with Facebook. Facebook Ads allow you to layer your targeting criteria with as many data points as you'd like. To help you fill a specific role or easily recruit similar candidates at volume, you could add criteria such as employer, industry, location, educational background, interests, and more.

Case Study: Recruiting Restaurant Staff

Work4 recently helped an upscale bar chain who needed to hire bartenders and cocktail hostesses for four locations throughout the United States. They began by targeting candidates whose job titles were bartender, cocktail hostess, cocktail waitress, server, waiter and hostess, and who lived within 30 miles of each location. To keep up with their young, hip image, they narrowed their targeting on profiles who had an interest in physical fitness, nutrition and modeling. With a $600 investment, they attracted over 4,000 candidates and were able to staffall locations in record time.

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Recruit College Students and Recent Grads

Facebook gives you the ability to target by educational profile – such as school name, education level (including in college, college grad, in grad school, masters degree and doctorate degree), field of study and year graduated – so you can find candidates for your college internship programs, management trainee programs and graduate programs.

For instance, you can find candidates for your summer marketing internship program by targeting current students at schools in your area who are studying marketing, communications and/or advertising. If you're looking for a recent college graduate for a management trainee program, you could target people who studied business, live in your area and graduated within the past year.

In addition to educational background, you can also layer interest targeting to find candidates who are passionate about your industry and corporate mission. For example, a solar company may want to find students or recent grads who are interested in environmentalism and sustainability.

Drive Attendance to a Recruitment Event

If you're holding an event to grow your talent pool, you could target profiles near the event's location and layer on demographic targeting to attract candidates with a variety of skills and experience.

For instance, a hospital that's hosting a nursing recruitment event may target three distinct groups of people: current nursing students, recent graduates of nursing programs and nurses currently working at other hospitals. As previously mentioned, you could target current nursing students and graduates using education level, field of study and year graduated, and nurses currently working at other hospitals using current job title and employer.

Case Study: Healthcare Career Fair

A Work4 client wanted to drive attendance to a nursing career fair and ran Facebook Ads targeting diverse profiles with interests, majors and/or job titles related to nursing. With a budget just over $2,600, they were able to drive more than 8,500 visitors to their event website and get record attendance at the event.

You can also choose to hold a Career Fair when staffing for all positions at a new location — such as a new retail store. When you'd like to hire for a wide range of positions, you could use location and interest targeting, and include the names of competitors and sub-brands.

Suggested Post

Moffitt Cancer Center
Sponsored (demo) · 🌐   👍 Like Page

Update your resumes and save the dates! We will be hosting a Nursing Career Fair where you can explore opportunities in your neighborhood and have on-site interviews with our Nurse Managers.
Requirements:
BSN Registered Nurses with 1-2 years of experience... See More

MOFFITT CANCER CENTER · Nursing Career Fair · May 31st & June 3rd

HIRING EXPERTISE, STRENGTH & COMPASSION. AKA NURSES.

>> REGISTER TODAY

Nursing Career Fair – Register Today!
MOFFITT.ORG

Like · Comment · Share · 👍 545 💬 40 ↗ 219

Attract Diversity Candidates

Many companies have launched initiatives to increase the diversity of their workforce. This is another area where Facebook Ads can help by targeting diversity candidates based on their interests, Facebook Pages they like and languages they speak.

Case Study: Diversity Hiring

Professional Diversity Network, an online job board, wanted to expand its Facebook Business Pages for diversity candidates. This included iHispano, a Page for Hispanic professionals. Since they already had a solid following, they targeted friends of fans in the U.S. with Hispanic listed as an interest among other characteristics. With less than $3,800, they were able to showcase the brand to nearly half a million users, while adding over 3,500 new candidates to their talent community.

Language targeting can also be a very powerful way to attract candidates with diverse backgrounds. This is particularly useful when a company's customers speak multiple languages, such as an international software company or a hotel that attracts foreign tourists. By targeting candidates who speak the same language as your customers, you can better identify and connect with them.
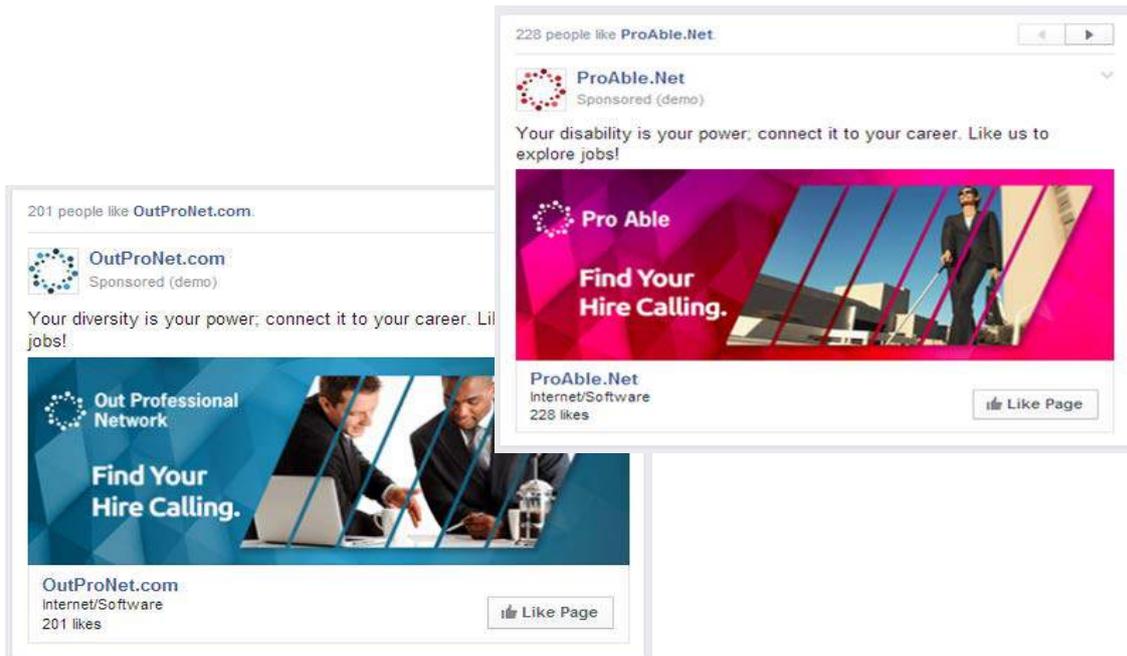
Ensuring Success with Ads

If you're not sure where to start, the Work4 Social Ads team can help you determine your campaign goals and optimize your ads to deliver the best results. We are the only HR technology company with the *Facebook Preferred Marketing Developer* title, so we have extensive experience with recruitment ad campaigns in various industries worldwide.

Your dedicated Social Ads Specialists will help you define, manage and report on your campaigns. At the same time, our best-of-breed Facebook advertising technology will make sure you get the best targeting and reach, while continually fine-tuning your ads to deliver the greatest return on investment.

Facebook Ads: A Key Part of Your Social Recruiting Strategy

By analyzing the most successful Work4 customers, we found that the overall performance of a social recruiting program increases with a relatively small investment in social ads, significantly driving down the cost per applicant. On average, customers who run Facebook Ads in addition to their other social recruitment efforts find new applicants at *one-third the cost* of those who don't. That's because as a company advertises its job openings and recruiting events, it's also building brand awareness and trust with consumers. The next time a consumer is exposed to the brand, he or she will already have some familiarity and exposure to the organization. With a cost-per-click bidding model, that brand awareness comes at virtually no additional cost.

Understanding the Offline Effect

In addition to reaching specific direct response goals, Facebook Ads have the added benefit of what researchers are calling the "offline effect." Studies have shown that regardless of whether a consumer clicks on an ad, seeing the ad itself has a powerful impact on their behavior. While most of this research has focused on eCommerce ads, there is likely a similar correlation between recruitment ads and job seekers.

In one such study, researchers performed an experiment with a major brand whose sales had increased significantly. They discovered that 78% of the sales increase came from consumers who saw an ad, but did not click on it. This suggests that online ads can make a huge impression on offline behavior, even when no action was taken on the ad itself. While ad click-through rates and online conversions generally determine a campaign's success, the indirect benefits that ad impressions have on brand awareness should also be taken into consideration.
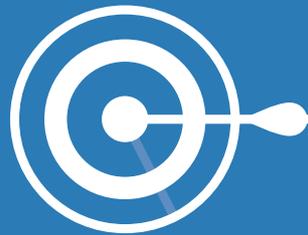
Summary

As you can see, there are many ways to use Facebook Ads to find new candidates, engage with your talent community and share your employment brand. So give it a try! With the reach of Facebook and the relevance of its ad targeting, you can make a serious impact on your recruitment program, even with a nominal budget.

If you'd like support on your next recruitment ad campaign, let Work4's experienced Social Ads Team help you create your campaign goals and strategy. With our knowledge, experience and technology behind you, you'll have the best way to target, attract and hire candidates for your next recruiting initiative.

About

Work4 powers social recruiting by making everyone a recruiter and everyone a candidate. We've helped thousands of companies — including many Fortune 500s — find, engage and hire top talent with our all-in-one social and mobile recruiting solutions. With offices in San Francisco and Paris, Work4 was established in 2010 and is backed by top-tier investors such as Matrix Partners and Yuri Milner.

For additional information, visit our website at **work4labs.com**, email us at contact@work4labs.com or give us a call at +1 (877) 509-0403.

Sources

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