

classifiedintelligence

Case Study

For two small daily newspapers in Tennessee, a simple change to using the Total Talent Reach program from RealMatch will lead to about \$120,000 in new revenue this year.

The Northeast Tennessee Media Group, sales VP Richard Clark had to make a number of changes to get to the point where he could, and was willing to, offer Total Talent Reach as part of an overall recruitment advertising strategy. But now he believes the additional \$10,000 in revenue each month is just a beginning, and he “expects to be impressed” as the company rolls out two more products from RealMatch.



Clark was a long-time classified industry consultant before he went to work for his hometown newspapers, the Kingsport Times-News and the Johnsons City Press (both owned by Sandusky Newspapers). Just two years ago, the newspapers operated separate recruitment advertising products, even though they are only 25 miles apart in adjoining markets, and maintained separate affiliations to the national recruitment advertising network, TheJobNetwork.

“We had silly rules like the online ad only being available as an exact pickup from a print ad. We sold our Total Talent Reach, which we still called ‘Supersize,’ for only seven days at a time for only \$99,” Clark said.

After realizing a number of prospective advertisers were asking for online only and were being turned down --- “that was just stupid” --- Clark got to work. He merged the two recruitment sites into one; began accepting online-only ads, raised rates and hired a recruitment ad sales specialist, Teresa Hartgrove, who focused on outbound sales calls and occasional outside sales visits.



“This involves a combination of calling on businesses that have slowed or stopped their recruitment spending with us, as well as following up on leads from a number of sources, including the lead list RealMatch provides,” Clark told the AIM Group. “Quite often the presentations do not lead to immediate business, but the number of times these businesses call us to place ads within the ... four to six weeks [following a sales call] is too frequent to be a coincidence.”

“We’re already rolling out our next big RealMatch project --- the new email notification / solicitation program, and Recruitment Performance Manager packages. It’s too early to say what our uplift will be from these products, but based on our past experiences with RealMatch, we expect to be impressed,” Clark said.

“Leading with online-only and then trying to use print as an upsell was a dramatic change for us,” Clark said.

The biggest change came when the team began selling packages of Total Talent Reach postings, sometimes for as much as \$10,000.



“For years we refused to convert to 100 percent Total Talent Reach out of fear of losses from the micro businesses that spend less than \$100 on their print ads. We found that we had far too many exceptions to our rules. ... We are now 100 percent TTR on all employment ads. ... There have been a few advertisers who decided to not run at all rather than accept the price that included TTR, but those losses have been far fewer than we feared. It has hardly been an issue, especially when compared to the gains.”



Teresa Hartgrove, Sales Rep
The Northeast Tennessee Media

The sales reps used to say that they were “putting the ad on our job board and that’s about it,” but now they’ve been trained to explain that “you get a bunch of [recruitment] sites you’ve heard of and a ton that you haven’t heard of.” Clark has also asked Liz O’Sullivan, the dedicated account manager for Kingsport Times and Johnson City Press from RealMatch, to work by phone with clients who have specific questions or can use the sales support.

Hartgrove had never been an ad sales rep before. In fact, she ran a construction company and a restaurant before joining The Northeast Tennessee Media Group. She worked closely with the RealMatch team to learn about the business and make sales. She was expected to make 30 direct contacts per day --- either in-person visits, phone calls or email exchanges. (Hartgrove did so well she’s recently been promoted.)

Rather than targeting companies that might run just a few ads per year, or leads from other sites like Monster or Craigslist, Clark identified prospective recruitment ad clients based on employee numbers and small businesses that have high employee turnover --- “call centers, nursing homes, a trucking company with 50 employees. High churn has been a better predictor for us” than number of employees, he said.

Clark said Total Talent Reach includes about 200 to 250 ads per month, and the site’s resume database has grown to more than 24,000 local resumes with individuals who have been active on the site in some way during the last 90 days. The Total Talent Reach package includes access to the local resume database, a national database and placement of the job postings on the relevant sites within TheJobNetwork.

realmatch

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ABOUT REALMATCH

RealMatch was built on the idea of revolutionizing the online recruitment advertising industry by allowing digital publishers to better monetize their communities using recruitment advertising. Unlike traditional job board technology, RealMatch solutions are built to perform. With targeted distribution across the largest recruitment ad network in North America and the most advanced job matching technology – RealMatch partners return high performing job posts, higher quality candidates and maximum ROI to their advertisers – resulting in increased revenue.

RealMatch Partners Include:

- News Publishers • Trade Publishers • Broadcast Media
- Trade Associations • Online Media • Independent Job Boards

To learn more please visit www.realmatch.com.