

RealLeads Competitive Market Intelligence Delivering New Advertisers



THE CHALLENGE



The Standard Examiner in Ogden, Utah, a daily newspaper with a print circulation of 66,000, was looking for a way to win business from companies that were posting recruitment ads on competing local and national websites. Taking time to manually explore competitor sites and sift through online ads to identify potential advertisers proved to be an inefficient process and a burden for the sales team who could otherwise use their time to close new sales.

THE OPPORTUNITY



The newspaper launched a new program that provides its sales team with free weekly competitive intelligence on advertisers in their market using competitive websites. The program has been consistently delivering between 10 to 12 new recruitment advertisers per month.

As a RealMatch affiliate partner and member of TheJobNetwork, The Standard Examiner was enrolled in the RealLeads program, which provides the newspaper's sales team with a weekly prospecting report detailing the jobs and companies that are posting ads on competing local and national websites.

RealMatch scrapes hundreds of job sites every day and compiles the job, company, and contact data into an actionable prospecting report. This gives the newspaper's sales team an opportunity to introduce active advertisers to a bundled advertising package which includes their print and online editions and upsell postings on TheJobNetwork. The upsell postings called Total Talent Reach distributes recruitment ads on the largest recruitment ad network in the U.S., which reaches over 37 million job-seekers monthly and has more than 1,000 affiliated websites.

The Standard Examiner's sales team emails a customized letter to all advertisers referred to them by the RealLeads program. To attract attention, the subject of each email is the name of the job the advertiser posted on another website.



The RealLeads program is helping us win new advertising accounts in an economy where it has become difficult to find new recruitment advertisers. RealLeads provides us with the market intelligence to reach employers who are paying to post their ads on other websites and enables us to introduce the full range of our capabilities to more and more new advertisers each month.

Dave Newman Advertising Manager
The Standard Examiner



The RealLeads reports provide informative data for each job ad found including the estimated number of matching job seekers from TheJobNetwork resume database. The paper uses this data in the prospecting letters to grab the employer's attention along with the other benefits such as the extensive reach of the TheJobNetwork; better access to passive job-seekers; and real-time matching that screens, grades, and ranks candidates according to the job requirements. The sales team always follows up with a call.



THE BOTTOM LINE

The Standard Examiner is growing its recruitment advertising through the RealLeads program by:

- Winning a total of 10 to 12 new accounts per month in an economy where finding recruitment advertisers has become more difficult.
- Acquiring an average of 5 new accounts per month that are located outside of the newspaper's geographic area.
- Realizing repeat business from the new advertisers due to TheJobNetwork's ability to find a larger number of qualified and higher-level candidates faster than the job sites they had been using.