

classifiedintelligence

Case Study

Have you ever had advertisers return to your recruitment ad section simply because they could – with no calls from a sales rep or emails or, well, any effort at all?

It's happening at the LNP Media Group in Lancaster, Pa., which publishes LancasterOnline.com and the LNP newspaper – formerly the Lancaster New Era, Intelligence Journal and the Sunday News.

Recent steps taken by LNP Media Group to implement RealMatch's online tools and self-service online ad placement resulted in increased revenue of about \$22,000 per month – or roughly 400 new ads.



LNP first increased the price of their online advertisement from \$199 per ad to \$299 because of the value provided by Total Talent Reach postings from RealMatch, which distributes ads to websites like GlassDoor, ZipRecruiter and others. Then, by packaging online ads with all print ads, rather than as an optional add-on, revenue soared.

Initially, when the online fee was increased, “sales reps were worried about pushback. But when they explained what more the employers were getting, I only had one call with a person who was frustrated with the price. And when I explained the added value, they continued to advertise with us and paid the rate” said Chris Stahl, Classified Advertising Manager of LNP.

Additionally, LNP also offers upsells such as “Social Boost,” where a listing is promoted through social media; priority listings, and run-of-site advertising for recruitment. It also offers print advertising outside the classified section when appropriate. Boost posting upsells are delivering an increased profit of \$35,000 per month compared to LNP's previous vendor, Stahl said.

“To me, it was exciting that we could become a one-stop shop for employers. We do get a lot of people on our site looking for jobs, but it's not the only place they're looking,” Stahl said. “If an advertiser runs a job with us, they're also going to appear on the national job boards and many other sites thanks to Total Talent Reach distribution. So an employer can call us and place one ad, and it goes out to where people are looking.”

Stahl said Rebecca Jones, the company's RealMatch account manager, has been essential to the company's success.

“I leaned on her a lot to create packages, for pricing guidance, how to bundle online packages and print. She came to our offices for the launch ... and she came back at least two times as we upgraded to TTR. She did in-person training with my call center,” Stahl said.

To further support this new initiative, LNP added an outside sales rep to call on employment advertisers. The new outside sales rep, Halleigh Larsen, is responsible specifically for bringing in new clients. “She's helping build the relationship with them, where they can call and ask questions



Chris Stahl



Halleigh Larsen

and come up with solutions,” Stahl said. The paper set a monthly growth target of 3 percent year-over-year, and so far it’s meeting that goal, Stahl said.

“If you have people who are willing to sell it and are able to sell it, it is easily sellable. I honestly feel like RealMatch makes it an easy sell. It’s saving people time and money,” she said.

The most impressive growth LNP has been seen thus far has been in the self-service ads placed online through a RealMatch “automated ecommerce solution,” Stahl said. LNP went from about \$15,000 in self-service revenue in all of 2013 to an average of \$10,000 per month in 2014, she said.

“The exciting part is that, for the most part, these are employers who have never advertised with us before or hadn’t been advertising with us for several years. They just come in [online] and place an ad, and it’s all taken care of through the automated ecommerce solution,” Stahl said.

“It’s easier now to purchase a job listing on our website, and advertisers are getting response from those listings.”

More importantly, the advertisers are happy.

“I have been working with the Lancaster newspaper probably over 20 years,” said Patty Pasquino, recruiter at Willow Valley, a senior-living community. “Their customer service with me has been excellent. They’re very helpful. In my sourcing that I track, overall, I find that [their recruitment ads] work well.”

Recruitment is a shining star at the company, Stahl said.

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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 • Job Boards

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