Q: Will you continue running my campaign even if it doesn't reach the minimum target number of leads? A: Yes, we will continue running the campaign until we reach the minimum target number of leads, or we can issue a pro-rated credit.

Q: What is the function of the LATS (Light Applicant Tracking)?

A: The LATS is a convenient tool for clients who don't have an ATS or prefer a more straightforward solution. It functions as a centralized hub where clients can view and manage all of their leads in one place, making it easy for them to track their job search efforts and follow up with interested candidates. With our LATS, clients can experience the benefits of an ATS without the added complexity, making the job search process more streamlined and efficient.

Q: What is TheJobsDriver's client retention rate?

A: The exact same thing. So, how do you stand out and get the best candidates? By going beyond traditional methods and using TheJobsDriver. Our algorithm and human-powered tools allow us to not only hit the places where active job seekers are looking but also to reach the 70% of people who aren't actively looking for a job - the passive job seekers who may be perfect for your open position and are not being called by your competitors. By using TheJobsDriver, you'll save not only time and resources but also get a broader and more diverse pool of high-quality candidates.

Q: On which platforms does TheJobsDriver advertise?

A: At TheJobsDriver, we use advanced targeting techniques to reach both active and passive job seekers, ensuring that we find the best candidates for your organization.

Q: How do you target experienced candidates?

A: Sure, targeting experienced candidates is an essential aspect of our campaigns, and we have a few strategies in place to ensure that we're reaching the right audience. One of the ways we do this is by utilizing a wide range of media sources to reach a diverse audience and continuously optimizing our algorithms to attract the right candidates for our client's open positions. We understand that it's not just about finding candidates who are actively searching for jobs but also those who may not be actively looking but have the experience and qualifications that match your needs. That's why we also focus on attracting passive job seekers, who makeup 70% of the labor market and can be some of the best hires. Additionally, we work closely with our clients to understand their needs and requirements for the open position and tailor our campaigns to target candidates with the relevant experience and qualifications. Our approach includes a manual entry process where job seekers fill in their information to express interest in a position, allowing us to filter out less experienced candidates and deliver high-quality leads. While we can't guarantee a 100% match, we're constantly working to refine our strategies and optimize our campaigns to deliver the best possible results for our clients.

Q: How do you tailor messaging and targeting for specific roles?

A: If you decide to add a new position to your current campaign, we will do our best to tailor the messaging and targeting to ensure maximum results while also taking into consideration the nature of the new position and how it relates to the existing ones already being advertised.

Q: How do you set lead targets for campaigns?

A: We take into account a variety of factors, including the job market, industry, location, population, and budget, to set targets that are both realistic and achievable. Our ultimate goal is to generate high-quality leads that will help our clients succeed in filling their open positions.

Q: How do you screen candidates effectively using micro-apps?

A: This allows us to efficiently gather a large pool of potential candidates, which we can screen further to identify the best fit for the job. By starting with a micro-app, we can capture the interest of a wider pool of job seekers and identify those who are most likely to be a good fit for the position.

Q: How do you reach passive job seekers?

A: We've found that our approach is particularly effective in reaching passive job seekers who are not actively seeking employment.

Q: How do you reach passive job seekers who may not be actively looking for a job and active and passive job seekers?

A: We use advanced targeting techniques and a proprietary media strategy to generate leads across various platforms, including social media, search engines, and news feeds.

Q: How do you price your services, and how much do I pay per lead?

A: At TheJobsDriver, we don't charge on a per-lead basis. We believe in generating as many high-quality leads as possible for our clients rather than limiting our lead generation to a set budget. Our approach ensures that you receive the best results possible without worrying about how much you're paying per lead. That being said, we understand that every business has unique needs and goals. Our team is happy to work with you to create a pricing plan that fits your budget while delivering the best possible results. We aim to help you find the best talent for your open positions without breaking the bank. So, whether you're a small business or a large corporation, we'll work with you to create a customized pricing plan that meets your needs.

Q: How do you optimize your campaigns for maximum results?

A: Our team of experts carefully monitors and analyzes the performance of our campaigns, adjusting as needed to ensure that we're reaching suitable candidates and generating high-quality leads for our clients. We're highly flexible in our approach and pride ourselves on adapting to the ever-changing recruitment advertising landscape.

Q: How do you optimize media channels for campaigns?

A: We monitor the performance of each media channel in real-time and adjust our strategy on the fly, ensuring that we always use the most effective channels for our client's campaigns.

Q: How do you optimize campaigns for maximum results?

A: We focus on using the best available options at any given time and continuously optimizing our campaigns for maximum results.

Q: How do you monitor campaign performance?

A: We are continuously monitoring and optimizing your campaigns to deliver the best results possible.

Q: How do you handle leads generated outside the designated geofence?

A: When handling leads generated outside the designated geofence, we first leverage advanced algorithms and targeting methods to focus on the appropriate geographic area. Despite our efforts, there may be instances where such leads are generated due to job seekers willing to relocate or actively searching for jobs in multiple locations. In these cases, we also consider the possibility of occasional glitches in the geofence algorithms used by the media channels we rely on. While geofencing technology has significantly improved, it is not yet flawless. We aim to determine whether the geofence breakdown is an isolated incident or a systemic issue and take the necessary steps to rectify it, ensuring our clients receive leads within their designated area. Leads generated outside the geofence will not be counted towards the minimum lead targets.

Q: How do you handle instances where leads generated may not be a good fit for the position?

A: We take this feedback seriously and encourage you to review the leads that you receive and share with us any specific criteria that are not being met so that we can make adjustments to the targeting and messaging.

Q: How do you handle geofencing issues with media platforms?

A: We take this matter seriously and will work to tighten the geofencing settings to mitigate future instances.

Q: How do you handle errors in advertisements?

A: We apologize in advance if this is the case. We appreciate you bringing this to our attention and will investigate the issue promptly. We assure you that we will take the necessary steps to ensure that all ads align with the approved messaging and branding for your campaign.

Q: How do you handle campaign adjustments?

A: Our team of experts will work closely with you to understand your specific needs and goals and will make the necessary adjustments to ensure that your campaign is reaching the right audience and generating the best results possible.

Q: How do you handle budgetary constraints when adding a new position to a campaign?

A: We will work to find a solution that fits your needs.

Q: How do you guarantee that you can deliver the leads promised?

A: At TheJobsDriver, we understand the importance of providing our clients with high-quality leads, and we have the expertise, experience, and data to back it up. Our team of experts has been in the recruitment advertising industry for a long time and has a deep understanding of what it takes to generate leads effectively. We use advanced technology and algorithms to optimize our campaigns across multiple platforms and constantly monitor and adjust them to maximize their effectiveness. We have worked with clients in various industries and have data on what works and what doesn't. It's not about what platforms we use but how we use them. We are confident that we can deliver the leads we promise. In the unlikely event that we fall short, we will continue running the campaign until we reach the minimum lead target, and we will issue a pro-rated credit for any unused portion of the campaign. Our clients are not tied to contracts, and we are confident that our results will keep them returning for more.

Q: How do you ensure the quality of the leads you provide?

A: The simple act of typing their information leads to higher-quality apps.

Q: How do you ensure the landing page accurately represents my company's branding and messaging?

A: We work closely with you to create a landing page that reflects your company's branding and the requirements of the open position. Before the campaign begins, we will allow you to review and approve the landing page. Once approved, we will use the information from the landing page to create the ad copy.

Q: How do you ensure that your campaigns are optimized for success?

A: We use advanced technology and algorithms to optimize our campaigns across multiple platforms and constantly monitor and adjust them to maximize their effectiveness.

Q: How do you ensure that the leads you provide are genuinely interested in my position?

A: We use your messaging to generate interest and attract candidates who are genuinely interested in your position rather than just clicking to apply. Of all, if your competition is at the top of the page, they're wasting their budget while you are skipping the vanity metrics and focusing on what matters: getting the right people for the job.

Q: How do you ensure that the leads you generate align better with the specific needs of my open positions?

A: We can adjust the targeting and messaging of your campaign to focus on different sources or qualifications.

Q: How do you ensure that campaigns reach the right audience?

A: Our team uses sophisticated targeting techniques to ensure that your campaigns reach the right audience, and we are continuously monitoring and optimizing your campaigns to deliver the best results possible.

Q: How do you ensure qualified leads are delivered?

A: If you are unsatisfied with the quality of leads you receive, we work with you to adjust the campaign strategy and ensure we target suitable candidates for the open position.

Q: How do you determine which applicants are qualified?

A: You can also include qualifying questions to ensure we generate leads for you who are a good fit. However, it's important to note that our role is limited to lead generations, and it's up to you to determine the final qualifications of the applicants.

Q: How do you determine the best radius for a specific job search?

A: We consider factors such as industry, location, and the type of position you're trying to fill, and we work with you to determine the best radius for your specific job search. Our experienced professionals bring their expertise to ensure that your campaign is designed to attract suitable candidates, wherever they may be.

Q: How do you determine the appropriate mix of media channels for a client's campaign?

A: At TheJobsDriver, our team of experts collaborates closely with our clients. We take into account a variety of factors, including the job market, industry, location, population, and budget, to set targets that are both realistic and achievable. While we always set a minimum target number that we are confident we will achieve, we don't just aim to hit the minimum - our goal is to overdeliver and surpass the higher target number we provide. Our ultimate goal is to generate high-quality leads that will help our clients succeed in filling their open positions. We understand that the only way our clients will continue to work with us is if they successfully hire top talent, which is why we strive to generate as many leads as possible to increase their chances of finding the perfect fit for their team.

Q: How do you create compelling ad messaging for my job openings?

A: Our team will work closely with you to create a landing page that effectively communicates the value of your company and the job opportunities you have available.

Q: How do you choose which platforms to advertise on?

A: We advertise on various sources, including well-known platforms such as Bing, Instagram, and even Spotify,

Q: How do you adapt to changes in media channel performance?

A: We use our deep understanding of the laws that govern media returns, our proprietary algorithms and techniques, and our ability to adapt and pivot to the most effective channels.

Q: How do we pay for our ads?

A: Regarding paying for your JobsDriver campaign, we offer various options to make it as easy as possible for our clients. We accept credit card payments and can also work out electronic fund transfers or check payments. As we discussed earlier, we also offer flexible month-to-month contracts and will invoice you every month. Our goal is to make the payment process as seamless as possible, so please let us know if there's a specific method that works best for you, and we'll do our best to accommodate.

Q: How do TheJobsDriver's campaigns differ in pricing and lead generation?

A: We always offer three price points for our campaigns: total, mid-range, and quarter. The only difference is the number of leads, with the whole campaign generating the highest and the quarter campaign generating the least.

Q: How do TheJobsDriver's campaigns adapt to meet client needs?

A: We work closely with the client to evaluate and adjust the campaign strategy to maximize the chances of achieving the desired outcome.

Q: How do particular questions in the micro-application process help clients gather necessary information?

A: The micro app collects basic contact information and particular questions that clients have customized to collect the information they need most, such as years of experience or willingness to perform specific tasks.

Q: How do month-to-month contracts benefit clients?

A: Our flexible contracts give clients the freedom to work with us on their terms, and if they're not satisfied with our services, they can choose to discontinue them at any time.

Q: How do interested candidates express their interest in a position?

A: Interested candidates will typically click through and express interest via a phone call or micro application. The phone call option allows for a more personal connection. At the same time, the micro application requires candidates to manually type in their information, showing a higher level of interest than simply clicking an auto-apply button. Our dashboard provides a central location for managing all of your candidates, making it easy to track the success of your job search efforts and follow up with interested candidates.

Q: How do I receive my leads?

A: We have several options available to fit your needs. Our leads can be sent directly to your recruiters via email or phone call, and they can be integrated into your applicant tracking system for easy tracking and management. Additionally, our clients can access a dashboard to view and manage their leads, which functions as a light applicant tracking system (LATS). With our dashboard, you can track the success of your job search efforts and follow up with interested candidates easily. We aim to make the lead management process as seamless and user-friendly as possible for our clients.

Q: How do clients manage their leads?

A: Our Light Applicant Tracking System (LATS) provides a dashboard for clients to view and manage their leads, a centralized location for managing all their candidates.

Q: How can you help me find suitable candidates for my open positions?

A: One way we can do this is by adjusting the targeting and messaging of your campaign to focus on different sources or qualifications.

Q: How can using TheJobsDriver's services with job postings increase visibility and give a competitive edge?

A: Utilizing TheJobsDriver's services in conjunction with your postings on the same job board can significantly amplify your visibility and offer a substantial competitive advantage, making your company stand out to potential candidates and effectively doubling your chances of getting noticed by qualified applicants.

Q: How can TheJobsDriver's advertising services potentially benefit and enhance my existing marketing campaigns?

A: TheJobsDriver can complement and enhance your existing marketing efforts by providing additional exposure and reinforcing your message. Repetition is a fundamental aspect of advertising, and although there are diminishing returns, TheJobsDriver can help overcome algorithmic limitations. For instance, a potential customer might see a TheJobsDriver ad and not respond immediately, but when they encounter your ad a day or two later, they might be more likely to engage. TheJobsDriver's presence can, in some cases, bolster the performance of your other campaigns, serving as a bonus. While we don't claim that your JobsDriver campaign will dramatically increase the response rate of your other campaigns, it can contribute positively to your overall marketing efforts on the margin.

Q: How can TheJobsDriver save me money in the long run?

A: Using TheJobsDriver can save you money in the long run by reducing the cost of having open positions and improving recruitment efficiencies.

Q: How can TheJobsDriver improve the quality of leads for clients?

A: TheJobsDriver can fine-tune and shift the balance towards quality by optimizing algorithms and selecting the most influential media mix for each campaign.

Q: How can TheJobsDriver help improve my job board exposure?

A: We increase your market share by advertising your job postings across various media sources, allowing you to find the right candidate for your open positions, particularly on job boards where the competition is high.

Q: How can TheJobsDriver help employers attract suitable candidates for open positions?

A: TheJobsDriver can help employers attract suitable candidates for their open positions by using various recruiting methods to reach active and passive candidates, including the elusive passive talent pool that may not be reachable through traditional job posting methods. Our approach is designed to generate high-quality leads for our clients, not just deliver impressions or clicks. Our team of experts carefully selects the most influential media mix for each campaign and continuously optimizes algorithms to ensure the best results possible. By choosing TheJobsDriver, employers can be sure they attract the best candidates for their open positions.

Q: How can TheJobsDriver help clients find top talent?

A: TheJobsDriver uses technology and human expertise to drive in the most qualified candidates, resulting in a more efficient and effective recruitment process.

Q: How can TheJobsDriver enhance my in-house recruitment process?

A: Our tool at TheJobsDriver can enhance and amplify the results of your current efforts by bringing in even more high-quality leads.

Q: How can micro-apps be beneficial in the recruitment process?

A: This allows us to efficiently gather a large pool of potential candidates, which we can screen further to identify the best fit for the job.

Q: How can I track the success of my job search efforts with TheJobsDriver?

A: With our dashboard, you can track the success of your job search efforts and follow up with interested candidates easily.

Q: How can I increase the number of leads I'm receiving?

A: First, we recommend increasing the size of your current TheJobsDriver campaign. Our platform has a lot more bandwidth that we can tap into to generate even more leads for you.

Q: How can I explain the breakdown of expenses for their campaign to my client?

A: When you purchase a campaign with TheJobsDriver, you're not buying a set number of impressions, clicks, or ads. Instead, you're purchasing a single key performance indicator - or KPI - the number of qualified leads we generate for your company. We believe leads are the most important KPI for recruitment advertising, representing potential hires who could join your team. Our advanced targeting techniques and media strategy are designed to optimize for this KPI so you can be confident that you're getting the best possible results for your investment. So, to answer your question, we don't provide a breakdown of where the money was spent because our approach is proprietary and focuses solely on generating the best possible leads for your company. But, when you work with TheJobsDriver, you're paying for KPI-driven results in the form of leads, not impressions, clicks, or ads.

Q: How can I explain to my client that using TheJobsDriver, even if you have your job posting, can increase visibility and give you a competitive edge over others?

A: Absolutely; utilizing TheJobsDriver's services in conjunction with your postings on the same job board can significantly amplify your visibility and offer a substantial competitive advantage. In today's crowded online job market, having an extra posting from TheJobsDriver bolsters your exposure among thousands of competing listings, making your company stand out to potential candidates. This increased presence effectively doubles your chances of getting noticed by qualified applicants, as each post is treated separately by search quality teams. Moreover, collaborating with TheJobsDriver helps overcome algorithmic limitations that may prevent candidates from reencountering your ad if they don't engage with it initially. In essence, partnering with TheJobsDriver not only enhances the likelihood of attracting the right candidate for your position but also elevates your brand image within highly competitive job boards. By working together, you can maximize opportunities for success and secure top talent in today's fast-paced recruitment landscape.

Q: How can I explain to a client that TheJobsDriver does not offer an alternative solution if they prefer not to use specific job boards?

A: We understand concerns about duplicating efforts on specific job boards. However, using our services doesn't mean you're competing with yourself. When a job is posted on a popular job board, it's one of many. If we use the same board, it only boosts your exposure, giving you a competitive edge. In reality, it's simple math - if there's only one job posting, ours may split the response, but if there are thousands, our posting nearly doubles your visibility. It's also crucial to remember that if a qualified candidate sees your ad but doesn't click, they likely won't see it again due to algorithmic limitations. Partnering with TheJobsDriver and utilizing the same job board increases the chances of being seen by the right candidate. Our post is treated as a separate posting by the search quality team, giving you two chances to get noticed instead of one. Ultimately, TheJobsDriver provides more opportunities to find the right candidate for your job, particularly on competitive job boards,

Q: How are negative comments on TheJobsDriver ads moderated?

A: We take a proactive approach to moderating our ads on social media sites by monitoring daily and hiding any negative comments within 24 hours or foul language immediately.

Q: How are leads delivered to clients?

A: Our leads can be sent directly to your recruiters via email or phone call, and they can be integrated into your applicant tracking system for easy tracking and management.

Q: How does TheJobsDriver execute all campaigns?

A: Our campaigns are executed similarly, using various media sources to reach a diverse audience and generate high-quality leads for our clients.

Q: Finally, as a company interested in your recruitment advertising services, I would like to know more about your team and their experience in the industry. Could you provide more details on the expertise and qualifications of your recruitment advertising specialists?

A: Sure, I understand your concerns about not hiring candidates from the leads we provided. While we can't control the hiring process, we want to work with you to ensure that the leads we're generating align better with the specific needs of your open positions. One way we can do this is by adjusting the targeting and messaging of your campaign to focus on different sources or qualifications. We understand that job hiring can be a complex process, but we are committed to doing everything we can to help you find suitable candidates. We believe that with some fine-tuning, we can help you find suitable candidates for your open positions.

Q: Does using TheJobsDriver result in competing with my recruitment efforts?

A: Not. TheJobsDriver's unique approach allows us to attract suitable candidates for your open positions without causing any interference with your internal efforts.

Q: Does TheJobsDriver's complete package provide effective results for clients?

A: Yes, their complete package is designed to provide the most effective results for clients.

Q: Does TheJobsDriver's approach work across various industries and job types?

A: Our unique approach to recruitment advertising is practical for various industries and job types, focusing on attracting suitable candidates for your open positions.

Q: Does TheJobsDriver's approach strengthen clients' ongoing recruitment strategies?

A: Yes, their approach is designed to enhance and strengthen clients' current recruitment efforts.

Q: Does TheJobsDriver's approach interfere with internal recruitment efforts?

A: No, their approach does not interfere with your internal efforts.

Q: Does TheJobsDriver's approach increase the likelihood of finding the right candidate for a job?

A: Yes, their approach aims to optimize your exposure and increase the likelihood of finding the right candidate for your job.

Q: Does TheJobsDriver's approach align with avoiding specific job boards?

A: No, their approach may not align with avoiding specific job boards.

Q: Does TheJobsDriver work well with mainstream job boards like Indeed?

A: Yes, our approach is designed to complement your existing efforts on mainstream job boards, giving you even more exposure and increasing your chances of being seen by qualified candidates.

Q: Does TheJobsDriver send resumes to clients?

A: While we don't have a traditional resume delivery process, we can generate and deliver a high volume of qualified candidates to you effectively.

Q: Does TheJobsDriver remove specific job boards or tools from their campaigns?

A: No, our system is designed as a complete package, and we do not remove specific job boards or tools from our campaigns.

Q: Does TheJobsDriver provide a breakdown of where the money was spent?

A: No, they don't provide a breakdown because their proprietary approach focuses solely on generating the best possible leads for your company.

Q: Does TheJobsDriver provide a breakdown of where the money was spent in a campaign?

A: No, they do not provide a breakdown because their proprietary approach focuses on generating the best possible leads for clients' companies.

Q: Does TheJobsDriver provide a breakdown of where the money was spent on the recruitment campaign?

A: No, TheJobsDriver doesn't provide a breakdown of where the money was spent because their approach focuses solely on generating the best possible leads for your company.

Q: Does TheJobsDriver provide a breakdown of where the money was spent on a campaign?

A: No, TheJobsDriver does not provide a breakdown of where the money was spent because their proprietary approach focuses solely on generating the best possible leads for your company.

Q: Does TheJobsDriver offer classified or display newspaper advertising?

A: No, instead, TheJobsDriver offers a recruitment advertising solution that employs a similar aggregation approach to newspapers, ensuring optimal results without affecting existing marketing efforts.

Q: Does TheJobsDriver interfere with ongoing recruitment efforts?

A: No, they do not interfere with your ongoing efforts.

Q: Does TheJobsDriver increase your market share on job boards?

A: Yes, it increases your market share, giving you twice as much exposure as your competition.

Q: Does TheJobsDriver compete with ongoing recruitment strategies?

A: No, TheJobsDriver does not compete with ongoing strategies but strengthens them.

Q: Does TheJobsDriver charge on a per-lead basis?

A: At TheJobsDriver, we don't charge on a per-lead basis.

Q: Does anyone layer TheJobsDriver over what they do internally or use TheJobsDriver as an add-on to their existing in-house efforts?

A: Absolutely. At TheJobsDriver, we specialize in being the "supercharger" to your in-house recruitment efforts, giving them an extra boost to reach a broader and more diverse audience, including those passive job seekers who may not be actively searching but are open to the right opportunity. Our unique approach, which combines a range of media sources and expert oversight, allows us to attract the right candidates for your open positions with virtually zero interference with your internal efforts. Let's face it: recruitment advertising can be time-consuming and resource-intensive, especially if you don't have a dedicated team of algorithm crunchers who understand these tools like Mozart understood music. Our team of experts is skilled in selecting the right media mix and continuously managing and optimizing algorithms to ensure the best results possible. We pride ourselves on our ability to deliver results. That's why we offer flexible, month-to-month contracts. We know that it's sink or swim for us - we either get you results, or you walk. Our strong client retention rate demonstrates the quality of our services and our commitment to delivering successful outcomes for our clients. So, is it worth it to add TheJobsDriver to your existing recruitment strategy? Only if you want to take your recruiting efforts to the next level. TheJobsDriver is like a high-performance engine, giving you the extra power to reach a broader and more diverse audience, including those passive job seekers who may be the perfect fit for your open positions.

Q: Do you require long-term contracts from clients?

A: No, we don't believe in locking clients into long-term contracts. We believe that the only way to keep our clients' ongoing business is by consistently delivering results. Our client retention rate of around 97% speaks to the success of this approach.

Q: Do you need to spend more money to appear higher on the page for better results?

A: Great question, and one that requires a bit of explanation. While we sell results over clicks or impressions, there is no doubt there are a lot of clicks and impressions that have to happen to get those results. For the sake of argument, let's say you have a limited recruitment budget of $100 and are spending $10 per click; you may only get ten clicks. On the other hand, if you spend $5 per click, you could get 20 clicks. In this scenario, it would be better to spend $5 per click and reach more potential candidates rather than spending $10 per click and reaching fewer candidates. There are exceptions and limitations to this concept, but you get the point. Why waste precious recruitment budget on being in the top position if it won't get more people to throw their hat in the ring? Unlike most competitors, we believe in targeting the right audience and allocating the budget effectively, not just throwing money at the most visible spot. After all, your goal isn't building brand awareness; you're trying to fill positions. Best of all, if your competition is at the top of the page, they're wasting their budget while you are skipping the vanity metrics and focusing on what matters: getting the right people for the job.

Q: Do you have a testimonial from a client or someone who has used TheJobsDriver before?

A: Numerous clients have expressed their appreciation for TheJobsDriver, emphasizing its exceptional performance in connecting with both active and passive job seekers, producing a substantial number of qualified leads, and effectively resolving difficulties in finding an adequate number of qualified candidates or dealing with high employee turnover rates. TheJobsDriver's comprehensive and innovative approach has garnered glowing testimonials from satisfied clients, here you can find some examples: "As I am sure you know, the Night Warehouse Selector jobs are typically always open, but having TJD leads helped us meet the onboarding goals we have.", "This campaign exceeded expectations. We will not renew at this time. I am still working to convert leads, and we are in a much better place.", "Hey there – let's keep it going. It brought us some good leads and hires; let's see if we can keep it rollin'.", "I must say the JobsDriver delivers leads that know something about what my company offers, unlike the rest of my lead sources. Over the years, one of the greatest challenges I've faced is getting my proposal in front of the driver. I have gotten over 90% of these leads on the phone! That's an incredibly high number! Of course, not all want what I offer, but I did hire 21 drivers in 2022, and 2023 is starting well due to TheJobsDriver. Thank you!", "I've used TheJobsDriver for several years. First and foremost, the customer service that TJD delivers is top-notch. Accompany that with the number of leads generated, it is a great resource! I've used TJD to fill several positions. I would highly recommend using The Jobs Driver to generate leads for any position you are looking to fill!"

Q: Do you have a case study from a client or someone who has used TheJobsDriver before?

A: Numerous clients have expressed their appreciation for TheJobsDriver, emphasizing its exceptional performance in connecting with both active and passive job seekers, producing a substantial number of qualified leads, and effectively resolving difficulties in finding an adequate number of qualified candidates or dealing with high employee turnover rates. TheJobsDriver's comprehensive and innovative approach has garnered glowing testimonials from satisfied clients, one of which is presented below: "The Job Driver has been an instrumental tool in recruitment at all levels. The service provided is best in class - maximizing the experience for us as the user and the job seeker! The bonus is that you're not only getting access to their campaigns but also getting a team eager to assist and provide guidance to elevate your search and success. Well done!"

Q: Do I need to spend more money to appear higher on the page for better results?

A: While we sell results over clicks or impressions, there is no doubt there are a lot of clicks and impressions that have to happen to generate those results. However, our focus is on generating the best possible leads for your company, not just impressions or clicks.

Q: Do clients need to sign long-term contracts?

A: No, we don't require any long-term contracts or commitments.

Q: Do clients have access to a dashboard for managing leads?

A: Yes, our clients have access to a dashboard to view and manage their leads, which functions as a light applicant tracking system (LATS).

Q: Can you provide references, recommendations, or case studies from satisfied clients?

A: Every one of our clients has unique needs and benchmarks for cost per hire and cost per lead. That's why traditional case studies may not accurately reflect the impact we can have on our clients' hiring process. However, we have a wealth of testimonials and recommendations from satisfied clients who can attest to the effectiveness of our tools and expertise. Our clients have praised us for efficiently finding and funneling qualified candidates to fill their open positions and providing a seamless and successful hiring experience. We may not have traditional case studies, but we have the experiences and satisfaction of our clients to speak to the impact we can have on any business looking to hire.

Q: Can you provide more details on your counterintuitive bid strategy and how it benefits employers in their recruitment advertising campaigns?

A: Yes, we advertise on various sources to reach a diverse audience.

Q: Can you provide examples of how TheJobsDriver has improved the efficiency of recruitment advertising campaigns?

A: In one case study, we found that by targeting lower ad positions in Google search advertising, we could achieve more clicks at a lower cost. This allowed our clients to reach more potential applicants without overspending on top ad positions. In another example, we discovered that smaller classified newspaper ads could generate as much response as more prominent ads. By doubling the number of newspapers we advertised in and using smaller ad sizes, we could increase our reach and response rates without increasing costs. These examples showcase the effectiveness of our strategic media mix approach in maximizing results while minimizing costs.

Q: Can you provide an overview of your counterintuitive bid strategy and how it prioritizes allocating the recruitment budget effectively to maximize results for employers, focusing on finding the right people for the job instead of chasing vanity metrics?

A: In one case study, by targeting lower ad positions in Google search advertising, TheJobsDriver could achieve more clicks at a lower cost, allowing clients to reach more potential applicants without overspending on top ad positions.

Q: What is the goal of TheJobsDriver?

A: Our primary goal is to deliver qualified leads as the central performance measure for your recruitment advertising campaign. We prioritize generating top-quality potential hires for your company over focusing on superficial metrics such as impressions, clicks, or ads on specific platforms. We utilize advanced targeting methods and carefully planned media strategies to optimize lead generation. Our team constantly examines data and adjusts campaign parameters to ensure efficient and effective ways to attract suitable candidates. Due to our proprietary approach and emphasis on this single outcome driven by key performance indicators (KPIs) rather than vanity metrics like impressions or clicks, we don't offer a detailed breakdown of your campaign. It's crucial to understand that when collaborating with TheJobsDriver, you are investing in valuable leads with a higher likelihood of becoming successful hires, and that's the KPI. By continually focusing on achieving the desired KPI, you can trust that each aspect of your campaign contributes significantly to accomplishing these goals. Our month-to-month contract policy guarantees that we must continually earn your business, motivating us to work tirelessly towards meeting this KPI.

Q: Can you provide a breakdown of where the money was spent on my campaign?

A: We don't provide a breakdown of where the money was spent because our proprietary approach focuses solely on generating the best possible leads for your company.

Q: Can you highlight your best selling points?

A: Certainly! Our key selling points include an outcome-oriented approach, human oversight, focus on passive talent, multichannel strategy, counterintuitive bid strategy, and expertise in recruitment advertising. We prioritize delivering multichannel and high-quality potential hires over vanity metrics, with a particular emphasis on reaching passive job seekers who may be perfect for your open positions. By employing a diversified multi-channel approach, we attract both active and passive job seekers. Our human-managed algorithms optimize results across multichannel, and we use our extensive knowledge of media channel algorithms to generate more leads at lower costs per lead. Additionally, our micro-app process ensures genuinely interested and high-quality applicants, leading to a more targeted recruitment experience for employers and job seekers alike.

Q: Can you highlight the primary reasons that set your recruitment advertising services apart from other industry competitors?

A: What differentiates us from others in the industry includes the following key factors: (1) Our outcome-oriented approach, which prioritizes delivering qualified leads as the KPI for your recruitment advertising campaign, concentrating on generating high-quality potential hires. (2) Human oversight and adaptability, which enable us to provide a multi-channel approach that attracts both active and passive job seekers, setting us apart from competitors who rely on multichannel Employing the Law of Diminishing Media Returns to diversify our media channels and optimize campaigns, maintaining a lower cost per lead and reaching top talent beyond traditional recruiting methods. (4) Our counterintuitive bid strategy, which prioritizes allocating your recruitment budget effectively to maximize results, focuses on finding the right people for the job instead of chasing vanity metrics. (5) Expertise in platform algorithms and techniques used by various media channels, enabling us to optimize campaigns more effectively than traditional methods alone, generating more leads at lower costs per lead. (6) Our unique micro-app process, which offers several advantages over traditional click-to-apply methods that rely on auto-populated fields, ensures genuinely interested applicants with accurate and up-to-date details and provides a more targeted recruitment experience for employers and job seekers.

Q: Can you guarantee that the candidates you provide are the right fit for our company?

A: Finding the right fit for your company can be challenging, but at TheJobsDriver, we're here to make the process as smooth and successful as possible. While we can't guarantee that every candidate will be the perfect match, we can assure you that we deliver high-quality leads that give you the best chance of making a great hire. Our multi-channel approach ensures we reach the right people in the right places, maximizing every opportunity to stream top-notch candidates multichannelly. And if you ever feel like the quality of leads isn't up to your standards, just let us know. We can fine-tune our targeting and adjust our approach for better results. We aim to help you find the right people for your business and keep working with you month after month. We know that even the best hires will eventually move on, but with TheJobsDriver in your corner, you can be confident that you'll always have a steady stream of top talent to choose from.

Q: Can you guarantee a specific number of hires for my open positions?

A: It's important to note that in this industry, it's impossible to guarantee hires as we have no control over the hiring process.

Q: Can you give an example of how you optimize media channels for campaigns?

A: If we run a campaign on a particular media channel and the performance starts to decline, we may need to switch out of that channel and into another. It could be due to various factors, such as increased competition. To maximize performance and minimize costs, we use our deep understanding of the laws that govern media returns, our proprietary algorithms and techniques, and our ability to adapt and pivot to the most effective channels. This ensures that our clients always get the best results possible.

Q: Can you explain the role of phone call leads and toll-free numbers in your recruitment process?

A: We at TheJobsDriver understand the importance of phone calls as a valuable lead source. When a potential candidate calls in through our toll-free number, it presents a unique opportunity for the recruiter to connect with them and sell the benefits of working for the company. The person calling the toll-free number is typically eager to speak with a recruiter, making it much easier and more efficient to close them down as a potential hire. These toll-free calls are directed to the appropriate recipient, usually a recruiter, to ensure valuable leads are not lost to voicemail or a phone tree. We believe that this direct connection between the candidate and recruiter is the most effective way to make a meaningful connection and increase the likelihood of finding the right candidate for the job. While there may be instances where a client does not want calls, having a toll-free number available and directing calls directly to recruiters is highly recommended. It saves time and effort and ensures the recruitment process runs smoothly and efficiently.

Q: Can you explain the proposal you provide to clients?

A: Our campaign proposals typically offer three price points for our campaigns: total, mid-range, and quarter. The entire campaign is the most comprehensive, with the highest number of leads, and is priced accordingly. It's the best option for clients who have a lot of positions to fill or are looking for a high volume of candidates. Conversely, the quarter campaign is the most affordable option and still generates many leads. The mid-range campaign balances price and the number of leads generated, making it an excellent option for many clients. It's important to note that all of our campaigns are run the same, and the only difference between them is the number of leads. We're committed to providing top-quality service and products, and we believe that offering a range of price points allows us to serve the needs of businesses of all sizes and budgets. We custom-build each campaign to meet our client's unique needs so that we can adjust the budget up or down as necessary. This allows us to work within our clients' budgets and ensure that they are getting the most out of our services

Q: Can you explain how your counterintuitive bid strategy works?

A: At TheJobsDriver, we believe in continuously testing and refining our marketing efforts to identify the most influential media sources and channels for our clients. Our team of experts specializes in optimizing each aspect of the marketing process, from ad placement and targeting to creative design and messaging. We closely monitor campaign performance and make data-driven adjustments as needed, ensuring that we stay ahead of the competition and maximize results for our clients. This ongoing process allows us to maintain a consistently high level of performance across all campaigns.

Q: Can you explain how TheJobsDriver sets itself apart from competitors regarding media channels and lead generation strategies?

A: One thing that sets TheJobsDriver apart from its competitors is our focus on passive talent. Passive job seekers can be easier to reach since multiple recruiters, like active job seekers, do not actively pursue them. While many of our competitors focus on job search websites and other active channels, we understand that traditional methods may not reach the entire potential talent pool, especially the 70% who are passive candidates. That's why we use a wide range of media channels, including social media, search engines, digital billboards, news feeds, and many more, to target active and passive candidates for our clients. By leveraging these different channels, we can generate a higher volume of quality leads for our clients, increasing their chances of finding top talent that may not have been found through traditional means.

Q: Can you describe our flexibility with month-to-month contracts at TheJobsDriver?

A: Clients have different needs, so we offer flexible, month-to-month contracts. Our flexible contracts give you the freedom to work with us on your terms, and if you're not satisfied with our services, you can choose to discontinue them at any time. We believe in earning our clients' business through consistent success, not locked-in contracts. This approach allows us to provide top-quality service and products, and our client retention or return rate of around 97% speaks to the effectiveness of our approach.

Q: Can you break down where the money was spent on my campaign?

A: When you purchase a campaign with TheJobsDriver, you're not buying a set number of impressions, clicks, or ads. Instead, you're purchasing a single key performance indicator - or KPI - the number of qualified leads we generate for your company. We believe leads are the most important KPI for recruitment advertising, representing potential hires who could join your team. Our advanced targeting techniques and media strategy are designed to optimize for this KPI so you can be confident that you're getting the best possible results for your investment. So, to answer your question, we don't provide a breakdown of where the money was spent because our approach is proprietary and focuses solely on generating the best possible leads for your company. But, when you work with TheJobsDriver, you're paying for KPI-driven results in the form of leads, not impressions, clicks, or ads.

Q: Can you adjust your strategy to maximize the results of a campaign with multiple open roles?

A: We'll work with you to adjust our strategy to maximize the campaign results, regardless of the multiple roles you have open. We understand the budget concerns and are committed to helping you find the best solution.

Q: Can you adapt to the ever-changing landscape of recruitment advertising?

A: We're highly flexible in our approach and pride ourselves on adapting to the ever-changing recruitment advertising landscape.

Q: Can we get classified or display newspaper advertising?

A: While classified or display newspaper advertising was once an effective recruitment method, its impact has significantly diminished over time. To address this shift, we offer TheJobsDriver. This recruitment advertising solution employs a similar aggregation approach to how we used newspapers, ensuring optimal results for each position without affecting your existing marketing efforts. This solution specializes in generating qualified leads, including passive job seekers, and focuses on delivering a specific number of leads as its primary KPI. TheJobsDriver seamlessly complements your existing recruitment strategy without impacting your current efforts. It's akin to placing a job board ad but with the added benefit of our expertise in various media channels, including social media, search, news feeds, digital audio, and more. Our unique targeting strategies and strong algorithmic advantage across these channels ensure higher visibility and engagement with potential candidates. By partnering with us, you can leverage our extensive industry footprint, which attracts a vast pool of potential candidates. It's like fishing off our well-stocked pier, where the abundance of fish makes the process more efficient and fruitful. In summary, TheJobsDriver provides an innovative and effective way to enhance your recruitment strategy and attract top talent, outperforming traditional advertising methods without affecting your current marketing initiatives. By utilizing TheJobsDriver, you can strengthen your recruitment approach while maintaining the integrity of your existing efforts, ultimately leading to a more prosperous and efficient talent acquisition process.

Q: Can we decide when to stop? Are we locked into a contract, or can we cancel anytime?

A: Of course, we understand that flexibility is essential for our clients. That's why we don't require any long-term contracts or commitments. Our campaigns are month-to-month, and you can cancel or pause any time with just a one-month notice. This means you can adjust your recruitment strategy as needed and not feel locked into anything. We believe that by consistently delivering results for our clients, we can earn their ongoing business and build lasting relationships.

Q: Can TheJobsDriver's services increase a job's visibility among thousands of other listings?

A: Yes, their services can significantly increase visibility among thousands of other listings on job boards.

Q: Can TheJobsDriver use the same job board as my company without causing issues?

A: By partnering with TheJobsDriver and using the same job board, you increase the chances of being seen by that qualified candidate.

Q: Can TheJobsDriver provide more information on how their platform works?

A: Yes, they can set up a quick video call to give a walk-through of the platform and answer any questions.

Q: Can TheJobsDriver provide a walk-through of their platform?

A: Yes, they can set up a quick video call to give a walk-through of the platform and answer any questions.

Q: Can TheJobsDriver offer complete applications as an option?

A: We could offer complete applications as an option as well. However, we have found that pushing job seekers to complete a full application at the outset can be a barrier to entry.

Q: Can TheJobsDriver integrate leads into my existing applicant tracking system?

A: Yes, our leads can be integrated into your applicant tracking system for easy tracking and management.

Q: Can TheJobsDriver help me attract suitable candidates for my open positions?

A: Yes, our unique approach to recruitment advertising is designed to attract suitable candidates for your open positions, resulting in high-quality leads for your company.

Q: Can TheJobsDriver help increase our exposure on job boards we already use?

A: Yes, using TheJobsDriver to advertise will not result in "competing with oneself." It increases your market share, giving you twice as much exposure as your competition.

Q: Can TheJobsDriver handle high-volume recruitment campaigns?

A: Yes, our team of experts and proprietary algorithms are designed to handle high-volume recruitment campaigns and deliver successful outcomes for our clients.

Q: Can TheJobsDriver guarantee a specific number of hires?

A: While we can't guarantee a specific number of hires, we can ensure that we run the campaign until we reach the minimum target number of leads, or we can issue a pro-rated credit.

Q: Can TheJobsDriver double your visibility on job boards?

A: Yes, TheJobsDriver can nearly double your visibility and potential response rate on job boards. It's simple math. If you have the only ad on a job board, adding another ad would cut your response rate in half. However, as is usually the case, if there are 1,000 ads on a job board for the same role, adding TheJobsDriver's ad enables you to double your response rate from that specific job board effectively. It's important to remember that we're spreading our campaigns across many media channels, so we may not always be on the same job board. But if both ads are on the board simultaneously, it would not hurt your response but could nearly double it.

Q: Can TheJobsDriver create customized recruitment advertising campaigns for different industries and target audiences?

A: Yes, TheJobsDriver specializes in creating customized recruitment advertising campaigns tailored to the specific needs of various industries and target audiences. We pride ourselves on our unmatched mastery of the tools available, which allows us to develop effective strategies for specific roles, job types, and markets. Our proprietary methodology empowers us to select the most suitable tools and campaign strategies, ensuring optimal results. With expertise spanning various industries and target audiences, we craft a strategic media mix that efficiently reaches the desired demographic. By understanding the unique requirements of each campaign, TheJobsDriver allocates resources strategically and selects the most influential media channels, maximizing the success of our clients' recruitment efforts.

Q: Can TheJobsDriver create customized recruitment advertising campaigns for different industries and target audiences?

A: Yes, TheJobsDriver excels at creating customized recruitment advertising campaigns for different industries and target audiences. Their expertise spans various sectors, enabling them to develop a strategic media mix that effectively reaches the desired demographic. TheJobsDriver uses a proprietary methodology to select the best tools and campaign strategy, ensuring the best possible results. By understanding each campaign's unique requirements, TheJobsDriver works collaboratively with clients to select the most effective media channels and allocate resources strategically, maximizing success in their clients' recruitment efforts.

Q: Can TheJobsDriver be added to existing in-house recruitment efforts?

A: Yes, some clients may layer TheJobsDriver over their in-house recruitment efforts, using our services as an additional tool to attract top candidates and enhance their overall recruitment strategy.

Q: Can TheJobsDriver be layered over existing in-house recruitment efforts?

A: Absolutely. At TheJobsDriver, we specialize in being the "supercharger" to your in-house recruitment efforts, giving them an extra boost to reach a broader and more diverse audience, including those passive job seekers who may not be actively searching but are open to the right opportunity.

Q: Can TheJobsDriver be integrated with other marketing strategies and platforms?

A: Absolutely! TheJobsDriver is designed to be easily layered over any existing marketing strategies and platforms without causing any conflicts or disruptions. Using TheJobsDriver with other marketing efforts can act as a "supercharger" to boost lead generation and overall results for your client. By integrating our platform into your marketing mix, you can capitalize on our unique strengths and targeted reach to drive even greater success for your campaigns.

Q: Can TheJobsDriver be integrated with other marketing strategies and platforms?

A: Absolutely! TheJobsDriver is designed to be easily layered over any existing marketing strategies and platforms without causing any conflicts or disruptions.

Q: Can TheJobsDriver accommodate shorter campaigns for hiring events?

A: Yes, we can adjust our strategy and campaign duration to accommodate specific needs, such as hiring events.

Q: Can I use TheJobsDriver as an add-on to my existing in-house recruitment efforts?

A: Absolutely. We specialize in being the "supercharger" to your in-house recruitment efforts, giving them an extra boost to reach a broader and more diverse audience, including those passive job seekers who may not be actively searching but are open to the right opportunity.

Q: Can I shift my campaign from one location to the next during the month?

A: We understand that the needs of our clients can change and evolve. That's why we offer the flexibility and adaptability to adjust your campaign as needed. If you need to shift your campaign from one location to another, we would be more than happy to accommodate that request. Our team of experts will work closely with you to understand your specific needs and goals. It will make the necessary adjustments to ensure that your campaign is reaching the right audience and generating the best results possible. We are committed to delivering results for you, and we are confident that we can help you find suitable candidates in the right location at the right time. Please let us know if there is anything else we can do to help you achieve your recruitment goals.

Q: Can I see my ads before they go live?

A: We understand the importance of accurately representing your company's branding and messaging in recruitment ad campaigns. To ensure this, we work closely with you to create a landing page that reflects your company's branding and the requirements of the open position. This landing page is the foundation for all ad copy and messaging in your campaign. Before the campaign begins, we will allow you to review and approve the landing page. Once approved, we will use the information from the landing page to create the ad copy. Please note that we do not provide the actual ad copy in advance; all ad copy is derived from the approved landing page. This process ensures that your company's message is accurately and effectively conveyed to the public.

Q: Can I see more information on TheJobsDriver and how it works before deciding?

A: Absolutely! We're happy to provide you with more information on how TheJobsDriver uses both cutting-edge tech and human expertise to drive in the most qualified candidates. Our clients have found that this combination of technology and human experience results in more efficient and effective recruitment. We'd be happy to set up a quick video call to give you a walk-through of our platform and answer any questions. You'll see firsthand how our micro-app and Light Applicant Tracking System (LATS) works to streamline the recruitment process for you. If you're interested, we can schedule a time this week that works best for you to discuss further. We're excited to show you how TheJobsDriver can help you find the top talent you need to succeed.

Q: Can I run multiple or another position(s) in my JobsDriver campaign?

A: We understand that it may be more cost-effective to run multiple positions in one campaign, but from an effectiveness standpoint, it's generally better to target each position separately. By tailoring the messaging and targeting to the specific needs of each role, we increase the chances of reaching suitable candidates for each position, ultimately leading to a better return on investment. However, we understand the budget concerns and are committed to helping you find the best solution. We'll work with you to adjust our strategy to maximize the campaign results, regardless of the multiple roles you have open.

Q: Can I point the toll-free number to my desired location?

A: Yes, you can always point the toll-free number to wherever you want, so it will still direct the calls to your desired location.

Q: Can I make adjustments to my campaign while it is running?

A: Of course! Our team is here to work with you and make sure that your campaign meets your needs and delivers the results you want. Let us know if you want to make any changes, and we'll work to make it happen.

Q: Can I cancel my JobsDriver campaign if it doesn't meet my needs?

A: Our campaigns are month-to-month, and you can cancel anytime with just a one-month notice.

Q: Can I cancel my campaign at any time?

A: Our primary objective is to help you fill the position for which you've launched your JobsDriver campaign. We offer clients the flexibility to cancel their service at any time. Although we request a 30-day notice before cancellation to properly conclude any ongoing campaigns and prevent unnecessary costs, we understand that situations can change. Rest assured, we'll work with you to ensure a smooth cancellation process.

Q: Can I add a new position to my current campaign?

A: While this approach may not align with best practices, we recognize that there are often budgetary constraints and will work to find a solution that fits your needs.

Q: Can clients run multiple positions in one JobsDriver campaign?

A: It may be more cost-effective to run multiple positions in one campaign, but from an effectiveness standpoint, it's generally better to target each position separately.

Q: Can clients pause their campaigns?

A: Yes, clients can pause their campaigns anytime with just a one-month notice.

Q: Can clients make changes to their campaigns while they are running?

A: Yes, our team is here to work with you and make sure that your campaign meets your needs and delivers the results you want.

Q: Can clients cancel their campaigns at any time?

A: Yes, clients can cancel or pause at any time with just a one-month notice.

Q: As an employer, I am interested in understanding the metrics and performance indicators that are used to evaluate the success of your recruitment advertising campaigns. Could you provide more details on the key performance indicator (KPI) your approach prioritizes and the metrics used to measure it effectively?

A: Our campaigns have significant upfront costs, but we offer month-to-month campaigns, and clients can cancel anytime.

Q: Are any upfront costs associated with starting a campaign with TheJobsDriver?

A: Our campaigns have significant upfront costs, but we offer month-to-month campaigns, and clients can cancel anytime.

Q: Are any references, recommendations, or case studies available from satisfied clients?

A: We have a wealth of testimonials and recommendations from satisfied clients who can attest to the effectiveness of our tools and expertise.

Q: Are leads generated outside the geofence counted towards the minimum lead targets?

A: No, leads generated outside the geofence will not be counted toward the minimum lead targets.

Q: Am I allowed to make changes to my campaigns while it is running?

A: Of course! We understand that things can change, and you may want to adjust your campaign while it is running. Our team is here to work with you and make sure that your campaign meets your needs and delivers the results you want. Let us know if you want to make any changes, and we'll work to make it happen.