



Davis Advertising Inc.
One Bala Plaza, Suite 640, Bala Cynwyd, PA 19004

Contact Chris Taylor at (610) 227-0407
ctaylor@davis.jobs www.RecruiterCMO.com

Content Marketing and Optimization

RecruiterCMO transforms your job postings into a powerful set of recruitment marketing solutions. Our service combines proprietary content management software and powerful digital marketing techniques with the support of experienced recruitment marketing professionals.

What is
Recruiter CMO?



3 core job marketing principles

We begin by optimizing your job postings. We apply three core principles that are fundamental to the success of your recruitment marketing campaigns:

1. We make it easier to find your jobs (*findability*).
2. We obtain better placement on search results pages (our goal is to be on the *1st page of results*).
3. We turn your job titles into highly-relevant job headlines to get the attention of relevant candidates (*winning the moment*).

Targeting the right candidates

RecruiterCMO supports the creation of multiple iterations of a single job posting without incurring any additional costs. Using a variety of copywriting and audience targeting approaches, job posting iterations add considerable flexibility to your recruitment campaigns.

Leveraging Indeed® and SimplyHired®

We will dramatically increase the quantity and quality of candidate flow from Indeed and SimplyHired.

Everything Google®

RecruiterCMO provides a full suite of Google-related services, including search engine optimization (SEO), Google AdWords (Search & Display Networks), Google Remarketing and Google Similar Audiences.

Sustaining your job marketing

Because candidate pools are constantly changing, we sustain your job marketing campaign at peak levels until the job is filled. Our tactics drive a consistent level of candidate flow throughout the recruitment cycle.

Candidate hospitality and your brand

Our strategy focuses on the creation of candidate-friendly Web pages that are consistently branded, informative, attractive and convenient.

Social network-ready

No two employers use social networks (Facebook, LinkedIn, Twitter, etc.) in the same way. Our flexibility supports your unique approach to these important communication channels.

Attracting passive candidates

Reducing *candidate interaction costs* (how much time and effort it takes to interact with your posting and to apply) is particularly important for your hard-to-fill job categories. Starting with their initial encounter with your job opening and extending all the way to the application process, RecruiterCMO reduces candidate interaction costs.

Easy Apply

High-demand and passive candidates won't spend 30 minutes filling out an application. With our *Easy Apply* form, candidates can respond in just one minute. And, we can turn on *Easy Apply* selectively: Use it for one job, a group of jobs or for all of your jobs.

Measuring your results

RecruiterCMO metrics are supported via Google Analytics. We support a full range of reporting options, including the use of custom variable reporting.

Easy to implement

You don't do a thing! There is no software to install or learn. You don't have to change any of your processes. Our service can be implemented within 5 to 10 business days.

How it works

We import your jobs into our content marketing and optimization system.



Our easy set-up and management process means no hassles for you or your staff. Don't have an ATS? No problem. We have a solution.

We optimize your jobs.



Our process makes your jobs much more "findable" and significantly increases your clickthrough rate.

With RecruiterCMO, optimization is done by a human, not by machines.



We categorize your jobs.



Our "tagging" process ensures a high degree of flexibility and control over your job postings, landing pages and job feeds.

We support mobile, tablet and desktop devices.

Our job postings utilize advanced responsive design techniques to provide visitors with superior user experience.



We publish your jobs to job aggregation sites.



We manage your relationship with job aggregation sites like Indeed, and we selectively sponsor your hard-to-fill jobs.

We promote your jobs across the Web via search, social and job posting networks.

We create "apps" for Facebook and promote your job landing pages on Twitter, Google AdWords, LinkedIn and 10,000+ niche job posting sites.



Our optional quick-fill *Easy Apply* Web form increases response.



We encourage prospective candidates to take action.



Our landing pages seamlessly connect to your application process.

We measure your results in real time.



Our system provides comprehensive metrics via Google Analytics.

We constantly make adjustments, refreshing our marketing activities until you make a hire.



We ensure that your job postings remain fresh, relevant and highly-targeted throughout the recruitment cycle.

Your job is filled.

