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BRANDING  
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# RISING GROUND RECRUITMENT MARKETING STRATEGIES 2023





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## SKY ADVERTISING MARKETING STRATEGIES

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### **Suggestions and Recommendations:**

Below are my suggestions and options for Rising Ground to market their positions as well as themselves as an Employer. **Media that you see with an asterik (\*) means that we are currently posting there or have in recent months. Those without an asterisk mean I am still recommending them to you.**

#### **\*Indeed—sponsored postings**

We currently spend \$1500 month to sponsor 10 jobs. We alternate the positions out as often as we need to most positions run 30 days. They are refreshed monthly based on current program needs.

All of your jobs are scraped for free on indeed through your ATS system, however in order fr jobs to come up more on keyword search most companies/ organizations strategically “SPONSOR” JOBS EACH MONTH to gain a better response to the most important position that are in high demand each month. Organic jobs do elicit a response but the sponsored jobs get a much higher return rate. I can also supply metrics if you like but wanted to explain things simply to you. We have been sponsoring jobs for years and again utilizing this product for specific programs every month.

We have done separate Indeed sponsored jobs at \$500 each to promote Rising Ground Hiring Events in the past as well. We generally as applicants to apply online prior to events.

**\*Indeed Events—**Indeed used to require a company purchase their platform for about \$25,000 a year however they have eliminated that and now allow companies to purchase Virtual or In Person Indeed Events. I have attached the marketing pieces of those products so you can see this.

**Indeed events** usually break down in price below:

**\$1640—25 attendees on average**

**\$3140—50 attendees on average.**

This is the two levels that general fall into Rising Ground’s category. We generally in the past have purchased the 25 attendees level. This gives you usually much more resumes then who actually attends the events whether virtual or In Person. So if we purchase an event for example, at you receive about 100 resumes they generally expect atleast 25 attendees to actually

attend at that spend. When you hire from these events the cost per hire is actually very effective. It is a great way to interview in one day either in a virtual meeting room through Zoom or Indeed or in person at your campus or location.

RSVPs get emailed to specific manager/recruiters with candidates information. Candidates get emailed reminders of the event up until the day of. Recruiter will keep getting resumes up until the day of the event. Multiple jobs can be listed on an indeed event. We generally ask candidates to apply prior to the events. We did events a while ago in the past through Indeed. **I recommend at least once a month or every other month to do an Indeed Event either virtual or in-person.**

**\*Indeed database—We have currently purchased a year database for the Recruiter in HR. This allows 100- resumes a month for 12 months. The cost is approximately \$2800 a year.**

**Career Arc —** I have recommended this in the past. It is a cost effective way to blast out unlimited jobs and highlight the ones you need to target on your company facebook page, linked in as well as Twitter Career feed. The jobs that get blasted are all branded with photos, headlines, logo , etc. We can set up a webinar if you are interested in his product. We have looked into this before.

You can also blast company content about events (job events or even company events. It is all included in this package. Instagram is fast becoming a new platform for job postings but is heavier for company content and can be handled on through this site as well. Pricing is attached with specific marketing information about this product.

**\*Linked in -**Event though Career Arc blasts on linked in through selected profiles having job slots can put Rising Ground on the Linked in job page and target candidates. **Their jobs slot along with a recruiter seat (which allows inmails to potential candidates) can be quite effective for medium and high level positions. I have attached those pricing. We have sent pricing prior since it is very cost effective instead of just doing the One off postings at about \$500 each. We can swap the jobs out as often as we like on the job slots and I can also maintain those for you and share them with the other Recruiter that is on the dashboard. They will have access to applicants.**

**\*Idealist-**We usually take out 10 job packs at a time. We can take out larger (20 and more) if the need arises. We purchase them several times a year. It is a good site to target anyone that is interested in the Non Profit Industry for any type of position.

**\*Zip Recruiter**—This is also a great site to swap jobs out on. We have gone on here in the past and recently. We can purchase one off's as well or packages. Three month packages can also include database access.

#### **Niche Sites and other job posting sites/media:**

We have gone on many diversity , niche sites and other main jobs boards recently and in the past. Here is a brief list of targeted sites that we have utilize and also that I recommend as needed:

**\*Latpro/Diversity.com**

**\*EI DIARIO (PRINT)**

**AMSTERDAM NEWS (PRINT/DIGITAL)**

**Diversityjobs.com**

**\*Chronicle of Philanthropy (Development positions)**

**American Association of Fundraising Professionals (Development professionals)**

**\*NASW—National Association of Social Workers**

**\*Social service.com-generally take out small packages for certain programs as the need arises.**

**\*NASW-NY Chapter-NASW NY CHAPTER**

**\*Bus Advertising through Wilkins Media-specifically on the B-LINE FOR CERTAIN PROGRAMS TO PROMOTE (Bilingual candidates, etc..) as well as Foster Parents**

**We also have had success with clients to include Mall Advertisements, Bus Shelters, as well as Channel 12 commercial spots (can have a video air on Channel 12 and zone it for Bronx and Westchester. Also get's blasted out to other cable stations. This is a great marketing tool If interested I can send more information to you. We have not done this yet for Rising Ground.**

**Radio -We have done radio and targeted to specific bilingual candidates for many non profits on local NYC Metro radio stations. We have not done this yet for Rising Ground.**

## » CAREERARC



# CareerArc Business Case

## Presented to Rising Ground

February 2023

## Business case

Rising Ground is seeking to bring forward an automated solution to enhance the organization's social media presence in order to increase the current level of brand awareness, candidate engagement, apply conversion and quality of hires. This will reduce or eliminate the level of manual processes currently being executed.

CareerArc award-winning social recruitment automation platform provides Rising Ground the perfect opportunity to maximize complete automated amplification for all jobs and employer brand onto Twitter, Facebook, Instagram and LinkedIn to reach, attract and engage both active and passive candidates.

The platform analytics dashboard provides optimal details to understand specifically how each platform is performing and what job and employer brand posts and campaigns are delivering the best results. As the platform understand where the most active engagement is occurring, the system will provide suggestions on what assets to include for future posts.

The platform allows unlimited users, unlimited jobs and unlimited social channels.

CareerArc's social recruitment platform is highly configurable therefore the Rising Ground TA and Marketing teams can elect to utilize it specifically geared to your organizational hiring and employer brand requirements. Since CareerArc developed this social recruitment platform to be a "set it and forget it" solution, it requires extremely minimal bandwidth from your team.

Social recruitment is no longer and "nice to have" and now is mandatory since 92% of organizations utilize social as the #1 source to position their jobs and employer brand to their targeted candidate audience. 43% of passive candidates follow organizations of interest and share jobs and employer brand content with their connections, and 82% of candidates utilize social media as a part of their job search activity.

# Recommended solution

Rising Ground is a small organization therefore seeking to find an effective fully automated social recruitment to enable their talent acquisition team, marketing group, hiring managers, and key employee influencers the ability to amplify all jobs and employer brand onto a holistic mix of appropriate social media channels.

ROI capabilities are important for the Rising Ground Talent Acquisition team. They want a seamless solution that can track candidate engagements, candidate interest to apply conversions, and know what social media platforms and content elements are achieving the most optimal results.

**SOCIAL RECRUITMENT GOALS:**

- Quick uplift to be able to address current rebranding taking place and tough war on talent.
- Impact their limited team and organizational bandwidth.
- Strong brand advocacy capabilities that require limited or no time to manage.
- Maximize Rising Ground social media jobs and brand awareness across social media at scale.
- Increase candidate engagement & apply conversion.
- Position jobs to ideal passive talent candidate personas to increase the level of quality of hires.

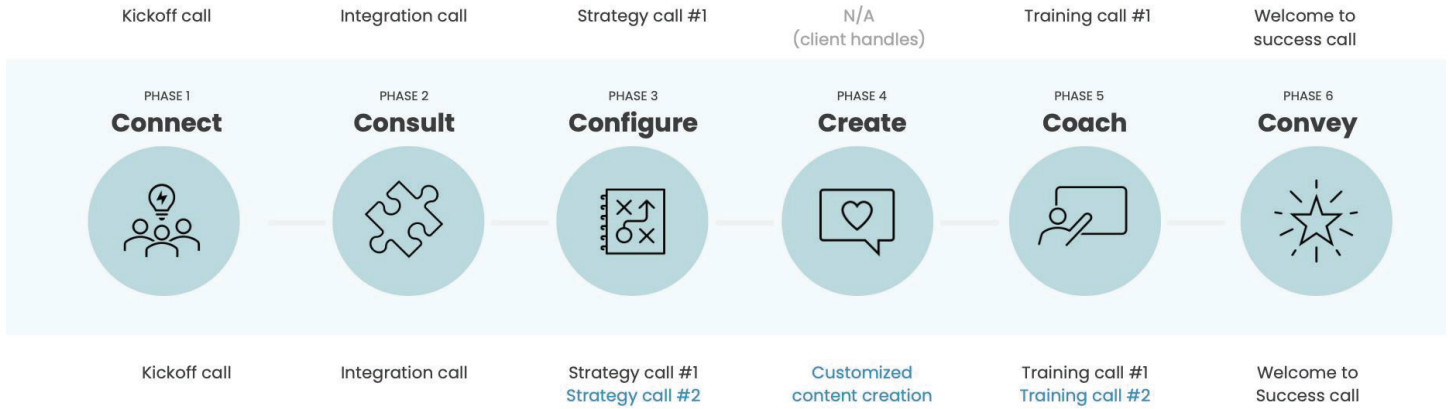
The CareerArc social recruitment platform is a non-invasive technology that is highly configurable. It requires basically no IT involvement and is a “set it and forget it” solution. The overall platform design is to be about monitoring your social recruitment initiatives vs. maintaining them through high-volume work activity that the Rising Ground team does not have available.

## Client Success Management Support

Packages	Premier High-Touch Dedicated Support	Standard Low-Level Non-Dedicated Online Desk Support
<b>Available to:</b>	Annual subscriptions	Annual subscriptions
<b>Ongoing client success</b> <i>(Strategy, best practices, and advice)</i>  Dedicated Client Success Manager In-depth business reviews Routine account check-ins End-user training Reporting	✓ Biannual As Requested As Requested Standard	
<b>Ongoing system administration (optional)</b> <i>(Back-end account maintenance and optimization)</i>  Image refreshes Social Media Channel Reauthorization reminders User management Template/hashtag maintenance Campaign optimization	✓	
<b>Customer Support</b> <i>(Access to a rapid-response support team)</i>  Connect with product support specialists who are ready to assist with any product question or issue. Available 6:00a to 5:00p PST weekdays.	✓	✓
<b>Training and Help Resources</b> Online Help Center (videos & how-to guides) On-Demand Training Webinars	✓ ✓	✓ ✓

# Your implementation journey

**STANDARD** (~8 hours) CareerArc leads while you play a key role in building out your own content



**PREMIER** (~16 hours) CareerArc leads and builds out content to get you launched



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# Proposal - Standard rate

## Included in this Proposal:

- Unlimited jobs included in the CareerArc distribution network for a single brand.
- Automated distribution (magic posts) of job content to Twitter, LinkedIn, Instagram and Facebook
- Unlimited brand ambassadors (individual social media profiles)
- Content studio - Stock image library via Pexels, integration with daily work tools, image editing tools
- Analytics + social score – Analytics dashboard, Social recruiting score, Drill-down reporting
- Standard Dedicated CSM Support- includes a Client Success Manager for reporting/strategy calls, account optimizations, monitoring of accounts and bi-annual or quarterly business reviews depending on service level

1-Year  
Contract w/  
Premier

**\$19,700**  
/ Per Year\*

Can be billed  
monthly at: \$1642  
a month

Effective  
Start Date

TBD

Proposal  
Expiration  
Date

5/31/2023

Invoiced (Net 30) on Effective Start Date

## Onboarding configuration support

Onboarding Packages	Standard	
	<p>This onboarding package is designed for CareerArc onboarding specialist team to only handle a minimal level of the initial setup configuration work required.</p> <p>Our team will train your 1 key contact or team to know how to configure your platform with all your job amplification requirements, and allow this solution be a "set it up &amp; low-touch" hiring resource.</p>	
Connect	Facilitate set-up of 1 standard ATS scrape/feed	
Configure	General guidance/client does the work	
Create	N/A – Client provides the content, uploads to the system, CA provides best practices	
Coach	High level, standardized train the trainer for core set of users	



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## LINKED IN

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We have been doing “one off” sponsored postings” on linked in for a while . There have been more than usual so I TRACKED back since July and we have done approximately 15 postings since July2022-October 2022 to date on Linked in. We are spending approx. \$550 a posting on average. The total cost of that is approximately \$8250.

**If we purchase annual job slots we can save thousands of dollars.** The annual slots can be swapped out as often as you like and they are good for 12 months. So after 2-3 weeks we can swap out for other jobs or you have as much time as you like to keep the jobs live. Slots are good for one year.

Below is pricing. There is also a 6 month trial that includes a Recruiter Seat (where you have access to millions of candidates and you can in-mail them to recruit with a Branded Career Page that appears on Linked in.

See all pricing and options below:

**Job Slots:** Good for 12 months—can swap jobs out as often as we like. I can manage this for you.

1. 7 Job Slots - **\$7700**—comes out to \$1100 a slot for the year. Minimum job slot purchase without other products is 7.
2. 11 Job Slots - **\$10,700 at 11 slots there is a price break (\$972.72)**
3. 21 Job Slots - **\$17,000 (\$809.50 per slot) -21 has a price break as well.**
4. 6-month Pilot:  
**5 Job Slots—5 interchangeable job slots**  
Recruiter License—one recruiter seat where you can search and in mail potential applicants  
Career Page—content and job postings appear on this career page and draws more attention to your organization on linked in  
**= \$10,230**  
**We can set up a webinar to go over products of course.**



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LET'S DO  
GREAT THINGS TOGETHER

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