

Radio Recruitment

What recruitment advertising on radio can do for you:

- It's an aggressive means of locating applicants. Instead of getting people who need a job, you are attracting the employed sector.
- It is hard to attract good qualified applicants. Radio can penetrate the home, car and the workplace.
- By attracting the employed sector you will get more qualified applicants—ones already trained.
- Radio will lower your cost-per-quality lead.

Why recruitment advertising on radio:

- Competitive separation is guaranteed.
- Radio reaches the employed sector, not just the unemployed/unhappy.
- Newspaper takes time to sit down and read. Today's society is fast-paced and people have less time to sit down and read, therefore, newspaper readership is declining. Radio is a companion—it goes everywhere the listener goes.
- Radio is a great PR tool for your company—it's great for pride, morale & productivity.
- **WDEZ** has the same reach as the local newspapers. For the price of one radio station you can cover multiple newspaper markets, making recruitment advertising cost effective.
- Radio is a reach and frequency medium. Newspaper is a one-time shot.

How to produce a great recruitment ad on radio:

- Ads should be :60. • Telephone response must be utilized.
- Use a hook in the first line of the ad. Always have “up” music in the background.
- As a minimum run, schedule Sunday, Monday and Tuesday. People are more likely to consider a job change at the beginning of the week.
- Five key elements of an ad: business name, phone number, opening(s), requirements and E.O.E. Use the name of the Human Resources Director in the ad.
- The business name and phone number should be repeated 3-5 times each in the ad.
- Usually limit the number of openings to two positions per ad.



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