

Recruitment Focused: How to Reach the Right Talent and Grow Relationships



Zimmer Radio Inc.

Overview

As the economy recovers, unemployment rates continue to fall. As of July 2018, the nationwide rate was only 3.9% ([Bureau of Labor Statistics](#)), and Missouri actually beat that rate with a stunning 3.4% ([Missouri Department of Labor](#)). This is great news, as long as you aren't a staffing agency or working in an HR Department in need of a new hire in the Four States area. Unfortunately, there are more job openings than there are qualified prospects to fill them.

It doesn't take long to realize that typical avenues for finding prospects may not get the job done. Job sites, for example, aren't always reliable, since your job listing can be buried in a milieu of similar ones. Perhaps worse, the sites can yield too many results, leaving you in the tough and painstaking position of sifting through a high volume of unqualified applicants. In this case, you may be tempted to grab the first somewhat qualified prospect you come across. But that's no way to find top talent.

Instead, you need to start thinking outside the box. You need something creative, something that can grab a job seeker's attention and actually get them to apply.

That's where radio recruitment advertising comes in. Resist the urge to balk – radio is as popular as ever, with the widest reach and solid influence with listeners. It's also uniquely suited to meet a variety of staffing needs, especially when you need to reach and engage potential employees.

This guide will help you understand why radio is so powerful for recruiting, when to leverage this marketing channel, and how to do so effectively.



Part I: 6 Reasons Why You Should Be Using Radio Advertising for Recruitment

Marketing is an investment, so you need to know that the channel you're utilizing is efficient and that it can maximize your returns. Recruitment campaigns don't look like typical advertisements – your ROI isn't linked to revenue lifts during the campaign period, after all – but there are a few things you can expect from radio when you choose the right media partners.

1: Radio Is Cost Effective

Recruitment advertising on radio provides a lot of bang for your buck, especially when you consider the number of qualified applicants you can reach with a single ad. The cost of a week's worth of radio advertising can range between \$400 and \$1,500, depending on your location. If you run an ad on Zimmer's contemporary hit station [Kissin 92.5](#), for example, you have the opportunity to reach 92,000 listeners in one week. Furthermore, these listeners tune into the radio at least six hours per week, allowing you to maximize your budget by increasing your ad frequency. No matter which station you choose, the rewards of finding qualified candidates far outweigh the costs of radio advertising.

Advertising on popular job sites, however, may come with a hefty price tag. According to Review.com, [the most well-known job boards](#) will cost between \$249-\$599 per month (ZipRecruiter) and \$500 per job post per month (LinkedIn). And while other job boards are free to post, you may choose to pay a fee to boost the post and ensure it is seen by qualified candidates. Even worse, you can easily lose your position on job boards to other diligent recruiters searching for qualified candidates. Conversely, radio allows your ad to stand out and speak to potential candidates without other posts or ads vying for their attention.

\$249-\$599

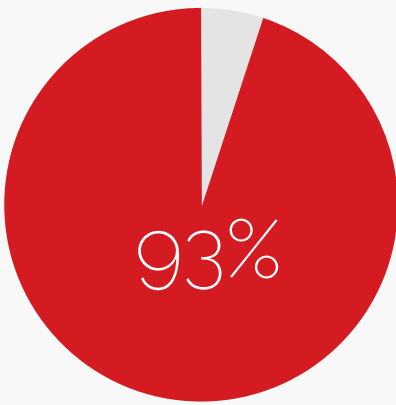


\$500

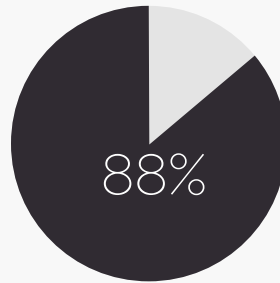


2: Radio Offers Broad Reach...

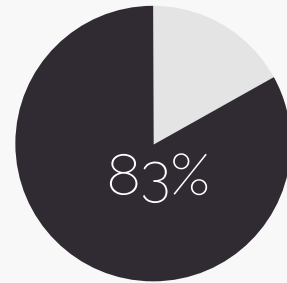
When it comes to media and extensive reach, no other channel can beat radio. Nearly everyone over the age of 18 (93%) is reached by radio weekly, [according to Nielsen](#). That puts radio leagues ahead both TV (88% of adults) and smartphones (83%). Other devices – like tablets and computers – are even farther behind. The fact that radio [reaches some of every age group](#) throughout the entire day should seal the deal.



**Radio reaches 93%
of all people ages
18+ weekly**



TV reaches 88%



**Smartphones
reach 88%**

3: ...But It Can Still Be Targeted.

At the same time, when leveraged properly, radio spots can be targeted at particular audiences. If you have a profile for desirable candidates, you can leverage that information to choose the best format and daypart possible for your ad.

4: Radio Personalities Provide Additional Influence.

Radio DJs, hosts, and other personalities were influencers before influencer marketing became so popular. Their audiences develop personal connections with them, to the point that they consider the personality to be like a close friend whose advice they can trust.

In fact, various studies indicate that 75% of radio listeners tune in because they know their favorite personalities are on the air. On average, according to Nielsen, the average listener spends at least 13 hours a listening each week. Morning KIX's audience is loyal, waking up every morning to listen to Randy and Kaylee.

RADAR 138 Sept. 2018 (C) Nielsen Audio, M/S 24-Hour Cume Est.



Moreover, 52% of radio listeners stated their favorite on-air personalities influence their opinions, according to the [Radio Advertising Bureau](#). That affinity and trust they have with their listeners can be passed on to your company by association.

5: Radio Can Deliver Social Proof.

Another benefit of using radio to reach the right talent is the ability to include testimonials from stellar employees. They can provide a first-hand account of their experience, job perks and overall attitude about working at your company. This type of social proof can further convince candidates to apply for your position, as [they trust employees 3x more](#) than the employer to provide information on working at the company, according to LinkedIn.

Testimonials help illustrate your company culture, and in turn, appeal to those who may feel unappreciated at work or prefer a more fun and relaxed work environment. With job boards, however, you're not able to provide this type of valuable insight into your company culture and employee experience.

6: Radio Provides Quick Turn-Around for ROI.

Unlike many other formats, radio can provide reliable results within a matter of weeks. This is especially true if you use a heavier schedule with a higher frequency of ads. The more times you reach people with the same ad in a given week, the more effective your message will be.

If you have ongoing hiring needs - perhaps your business has a high turnover rate and you need to fill spots regularly - a longer-term advertising plan makes sense. In this case, you may choose to use a marketing strategy like Zimmer's own [21/52 plan](#) to continuously attract qualified applicants.



Part II: How Radio Advertising Boosts Your Recruiting Strategy

There's one more benefit to reap from recruitment advertising on radio – boosting your overall recruitment strategy. While you can certainly dominate one channel and find success, an integrated, cross-channel approach can help boost your results. Here are just a few ways that radio will amplify your effectiveness.

Reach Passive Job Seekers

Sometimes the best fit for your company hasn't even started looking for a job yet because they're still employed somewhere else. They may be considering whether or not they want to find new employment, and thus they're open to hearing about new opportunities. Job boards can only reach people who are actively job seeking, but radio reaches everyone throughout their day.



Raise Brand Awareness

In the process of trying to reach prospects, your radio spot can do double duty. **Using radio advertising for recruitment automatically lends itself to your branding campaign efforts.** For one thing, it lifts the frequency of your ads. More importantly, it allows you to tell listeners about your corporate values, brand promises, and vision for the future.

Increase Diversity

Recruitment advertising is all about finding top talent, whether it's a young Millennial or a Boomer closing in on retirement age. Fortunately, radio reaches them all, even 92% of Millennials. Boomers match them at 92%, but that also represents 88% of people over the age of 50.

What's more, in 2017, minorities (specifically African-American and Hispanic) [were listening to more AM/FM radio than ever](#). In both cases, their listenership grew by two points since 2015, putting them at 32.3% and 42.4%, respectively. Your radio ads increase their odds of learning about your business and applying for your position.



Part III: The Best Times to Use Radio for Recruitment

The channels you choose for recruitment ought to be determined by your company's unique needs and budget, as well as where your audience is. You may find that radio recruitment advertising isn't the right fit for every position you want to fill. Here's a sample of the times when radio can help optimize your recruitment efforts:

- Job openings for a wider target audience, e.g., entry level positions or hourly jobs.
- Job openings for multiple positions or roles, especially if they require applicants with varied backgrounds and experience levels.
- Job openings for multiple branch locations.
- Holding a hiring event, job fair, or employment open house.
- Reaching beyond active job seekers.



Part IV: 8 Steps to Running an Effective Radio Recruitment Advertisement

You've learned why radio for recruitment is effective, how it can boost your recruiting strategy and the best times to use it. Now let's explore the different steps you should take to run a successful radio recruitment campaign.

Define your audience.

What's the profile for your ideal candidate? Are there demographics available to aid your targeting?

Work with radio stations.

They're often part of a larger family of stations – like [here at Zimmer](#) – and their expertise means they can provide valuable assistance throughout the recruitment-ad building process.

Take advantage of stations that not only offer radio, but also digital partnerships.

At Zimmer, we offer [recruitment services](#) using the local job board, [JoplinHelpWanted.com](#). The site is advertised on all six of our stations, driving more qualified job seekers to register on the site and apply for your position.

Design a creative, well-constructed ad.

Avoid being bland by considering emotive elements like humor or music to ensure your ad captures your company's personality. Ask yourself, "Is it engaging?" and "What values does it represent?"

Test the ad with your current employees.

While this can also help gauge job seekers' receptiveness, the goal here is to determine whether or not they feel it reflects the company and its culture, personality, and values.

Always have a strong call-to-action.

If you want listeners to follow through and apply, they need to have a phone number they can remember easily or a short, unique URL taking them to a landing page with information on how to apply.

Establish a measurement strategy.

First, you need to have the tools in place to measure your chosen metrics and determine whether or not the ad is working. Then you need to track the number of applications you receive in order to have a complete picture of whether the campaign actually achieved your goals.

Use testimonials.

This can lend an authentic voice to your ad and connect with listeners. Consider highlighting your key employees. Let them affirm that your company is a wonderful place to work. By doing so, you'll demonstrate the attractiveness of your position while reaching those currently employed who don't feel appreciated or fulfilled.



Putting it All Together

Recruiting top talent and hiring the right prospect can be tough unless you get a little creative with the process. Radio can help staffing agencies and HR staff overcome some of the obstacles that other channels can't begin to address. In fact, we've put radio advertising to the test to recruit in the Four States area, and it's helped us fully staff our sales staff with the right talent.

Whether you need to fill a single position or hire multiple prospects with differing backgrounds, radio recruitment advertising boosts awareness of your company and its culture, taps into diversity, and even reaches passive job seekers. Radio is an advertising tool that's too valuable to ignore, so be sure to give it careful consideration and use our tips for integrating it into your recruitment strategy.

Interested in Learning More?

Zimmer Radio, Inc. has been in business for more than 50 years, and our expertise in radio, digital marketing, and branding has made us a top media partner in the Four States region. We have a true passion for helping businesses reach their unique goals and flourish thanks to improved results. We are also home to the most-listened-to stations in the region, boasting six major stations that reach more than 180,000 listeners.

**CONTACT US TODAY TO SEE HOW YOU CAN
START USING ADVERTISING FOR RECRUITMENT**

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