

SEMcruting:

The new perspective for your human resources marketing

Today, many personnel managers are facing two far-reaching challenges:

Partly, there is a lack of qualified applicants for vacant positions and partly the consequent reduction of costs and expenditures in the field of human resources marketing.

But how can one face this area of tension successfully without accepting structurally damaging compromises? More than just promising in this problematic area is acquisition through search engine marketing.

Use the future-oriented kind of recruiting and add an integrated online and search engine strategy to your traditional hr marketing!

Why is search engine marketing an especially suitable recruiting measure?

It is in the search for highly qualified applicants that the demographic change as well as a changed media usage becomes glaringly apparent:

More than 85% of the internet users use search engines regularly. Thus, search engines have become the primary source of information procurement. Such a clear change gives a direct influence on the way of contacting a new employer.

You can take advantage of this unequivocal change by targeted search engine recruiting with suchdialog!

What is search engine marketing?

The key principle of search engine marketing (SEM) is, to place and add on the list of search results in such a way so that the add appears exactly at the time, when the right target group searches and – applied to recruiting – will be motivated, to contact your company.

Therefore, the primary goal is to be found pro-actively by potential applicants.

SEMcruting at a glance

- Google is the # 1 medium used for research of your target group
- Your job advertisement is displayed exactly at the moment when potential applicants search for it
- Your campaigns can be created in an extremely flexible way and can be adjusted to new needs at any time
- SEMcruting offers a high cost-benefit efficiency
- As an employer, you achieve an enormous branding effect in the relevant target group
- The success of your ads is 100 % measurable
- SEMcruting was developed by marketing and search engine specialists in collaboration with hr consultants
- With SEMcruting you can start into the new online era together with your existing recruiting measures

Case study: Victoria, Engineers wanted down under

The state of Victoria, Australia added SEM campaigns – in collaboration with suchdialog GmbH – to its classical marketing measures in the search of engineers. During a short period of only one month, the google ads were seen more than 40,000 times and more than 700 times they led the potential employees to the landingpage. More than 300 applications could be generated through the online application form. On our customer's request, the campaigns were stopped earlier than agreed and further measures which were planned, were skipped, as the success was that big.

Our offer:

SEM can be used effectively and usefully in various parts of hr marketing and recruiting. suchdialog GmbH wants to accompany you on that way.

We are an advertising agency and a business consultancy with specialisation on individualized, milieu-oriented search engine marketing. With our long-term experience in B2B and B2C marketing in several fields of business and our expertise with SEM in the recruiting area, we are exactly the right partner for your successful integration and implementation of a customized search engine marketing in the human resources sector.

We plan, create and optimize a SEM campaign strategy, which is adjusted to your target group to support your hr marketing in an especially effective way.

SEMcruting is distinguished by its high flexibility. Thus, the campaign strategy can be created according to your wants and needs, regional as well as sub-regional and international. You can start your campaigns at short notice. They are controlled and optimized by us in a way to meet your demands. Furthermore, you will regularly receive reports for a complete overview of the costs and the efficiency of your campaigns.

If you like to receive further information on the subject human resources marketing via search engine and if you are interested in trying SEMcruting, we would like to invite you to visit our product website www.SEMcruting.de.



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