



# Digital Marketing for Hiring Marketplaces

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Methodology and creative  
implementation from untapt



# What is Digital Marketing?

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- *Digital Marketing* is an umbrella term for advertising that targets users online
- Encompasses several categories:
  - Social Media Marketing
    - Facebook, Instagram, LinkedIn, Twitter, etc.
  - Search Engine Marketing
    - Google Ads, YouTube
  - Search Engine Optimization
    - Google organic search, YouTube
  - Content Marketing
    - Blog, influencers, podcasts, streaming services, etc.
  - Any many more...

# Pros and Cons of Digital Marketing

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## Pros:

- Quick implementation
- Low minimum investment
- Easily testable, measurable results
- Reliable for driving online traffic and action
- High potential for ROI

## Cons:

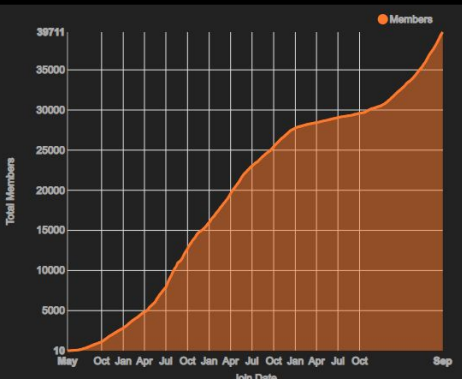
- Needs constant attention/tweaking
- Subject to online platforms' marketing algorithms
- Risk of brand dilution
- Difficulty creating strong brand loyalty and brand recognition

# Prerequisites to Digital Marketing (1 of 2)

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- Proper Landing Pages
- User and Client Tracking System(s)
  - Internal Tracking: UTM tags, Google Analytics, etc.
  - Social Tracking: “Pixels” for any social media platforms (consult engineering team)
    - These can be used to “retarget” potential users/clients, create “lookalike” audiences, un-target people who have already signed up, etc. More on this later.

|             |                             |                                |                                 |                               |                                 |                                   |
|-------------|-----------------------------|--------------------------------|---------------------------------|-------------------------------|---------------------------------|-----------------------------------|
| ALL TIME    | Members<br><b>39,711</b>    | Applications<br><b>17,966</b>  | Sent to Manager<br><b>9,466</b> | % for interview<br><b>32%</b> | Interviews<br><b>2,614</b>      | Hired<br><b>60+</b>               |
| THIS MONTH  | New Members<br><b>1,024</b> | New Applications<br><b>337</b> | Sent to Manager<br><b>178</b>   | % for interview<br><b>41%</b> | Interviews<br><b>62</b>         | Hired<br><b>1+</b>                |
| THIS WEEK   | New Members<br><b>155</b>   | New Applications<br><b>55</b>  | Sent to Manager<br><b>28</b>    | % for interview<br><b>50%</b> | Interviews<br><b>13</b>         | Hired<br><b>1+</b>                |
| TODAY (UTC) | New Members<br><b>35</b>    | New Applications<br><b>8</b>   | Sent to Manager<br><b>5</b>     | New Interviews<br><b>3</b>    | Waiting on manager<br><b>59</b> | In interview process<br><b>75</b> |



- 10:18:47 **New member** venkatesh.mymail@gmail.com ([LinkedIn](#)) Venkatesh Sridharan (NY) via referral (careerspage)
- 10:19:26 **New member** mohamed@medativ.com ([LinkedIn](#)) Mohamed Elawad via adwords (keywordsearch-hiring-startup)
- 10:23:12 **New member** himankar@gmail.com ([LinkedIn](#)) Himankar Choudhury (IL) via facebook (august2-chi-fb)
- 10:35:45 **New member** joestranzl@gmail.com ([Email](#)) via facebook (august2-sf-ig)
- 10:36:03 **Connected** Igor Yarmulnik for Senior C++ Developer (NY) at Invesco (25.51)
- 10:40:46 **Declined** Thomas Boutin for Senior C++ Developer (NY) at Invesco (18.12)
- 10:41:27 **Connected** Dean Adler for Senior C++ Developer (NY) at Invesco (32.46)
- 10:47:07 **New member** tmgantt85@gmail.com ([Email](#))
- 11:21:02 **New Application** John Soppe for Program Manager at Capsule8 (6.17)
- 11:23:13 **Declined** Andrea McKenzie for Web Designer at Hachette Book Group (19.28)
- 11:33:10 **New member** balinor67@hotmail.com ([Email](#)) Donald Chamberlain (FL)
- 12:07:45 **New member** drsugarfish@gmail.com ([Email](#)) via adwords (keywordsearch-maystartup)
- 12:34:57 **New member** danielkevinconstantine@gmail.com ([LinkedIn](#)) Daniel Constantine (NY) via referral (joelle)
- 13:05:51 **Connected** Jeffrey Zelepugas for Project Manager at Castle Branch (10.64)

|         |                             |                                     |                  |                          |                 |
|---------|-----------------------------|-------------------------------------|------------------|--------------------------|-----------------|
| REVENUE | New Model Jobs<br><b>41</b> | New Model Target (Mar)<br><b>41</b> | Q3<br><b>93k</b> | Q3 Target<br><b>430k</b> | Q1<br><b>41</b> |
|---------|-----------------------------|-------------------------------------|------------------|--------------------------|-----------------|

# Prerequisites to Digital Marketing (2 of 2)

## Strategic Prerequisites:

- Target audience (i.e. Software Developers in New York)
- A “pitch” (why they should use your platform over other competitors)
- General brand guidelines (colors, fonts, logo, etc.)

Job-hunting made (really) smart.



Job-hunting that doesn't feel like a second job.



# Challenges with Hiring Marketplaces:

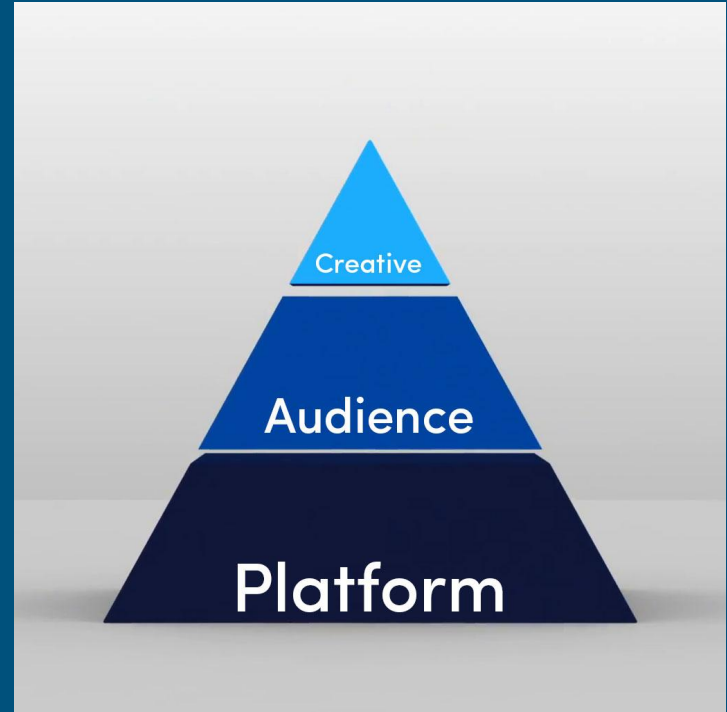
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- Chicken or the Egg: Do you acquire users or clients first?
  - At untapt we target users first
  - Users can always be won back via email engagement, marketing, etc.
  - Once a client slips off the platform, winning them back is much more unlikely
- Lots of Competition:
  - Many well-known job boards that people are accustomed to using (LinkedIn, Ziprecruiter, Indeed, Dice, etc.)
- Geo-Targeting: Finding clients and users in the same areas
- Discrimination Laws
  - Targeting job-ads by demographic (age, gender, etc.) can be illegal

# The “Big Three” Factors

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1. The Platform
  - a. The site(s) on which you run your ad campaigns
2. The Target Audience
  - a. The parameters set to reach the appropriate audience for your ads
3. The Creative
  - a. The ad itself





# Factor #1: Platforms

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What makes a good advertising platform?

- The audience you want is there
- Strong audience targeting tools (you can reach them effectively)
- Good creative ad display options (you can appeal to them)
- High ROI (you can reach them effectively)

Which platforms do we recommend?

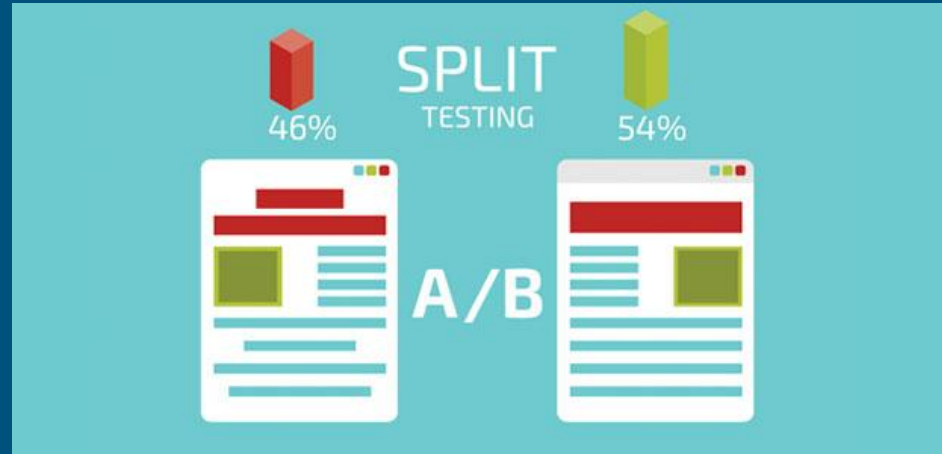
- Facebook Ads Manager
- LinkedIn Campaign Manager
- Google Ads

# Factor #2: Audience Targeting

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How to Optimize your Audience Targeting in 6 steps:

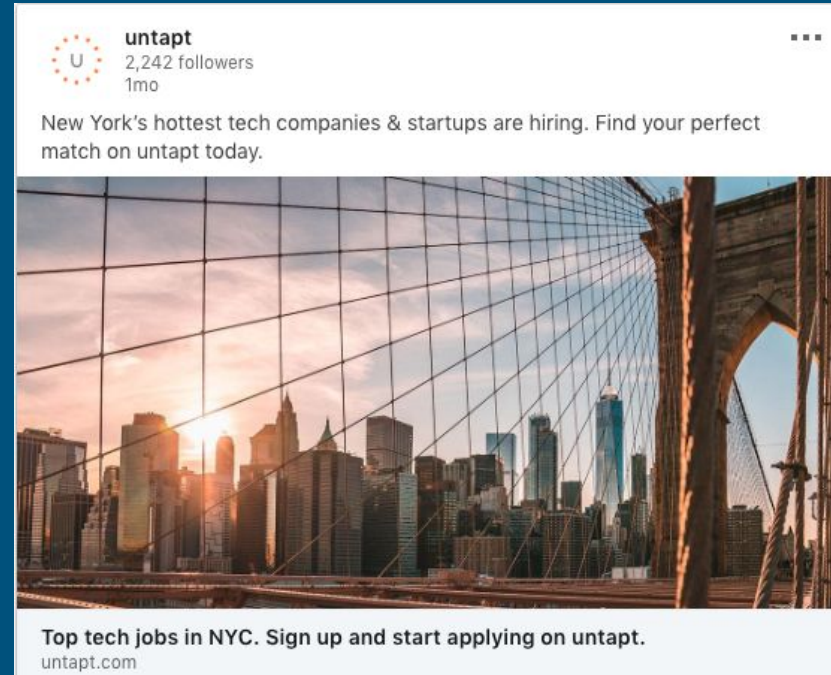
1. Make an assumption on how to target your ideal audience
2. Split the audience in 2-4 groups, based on the largest factor
3. Run ads evenly for 1-2 weeks
4. Measure results
5. Choose the winning group
6. Repeat steps 2-5



# Factor #3: Creative

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- Digital ads must be compelling, brief and informative
- Must answer the “5 W’s”
- Direct language, clear benefits
- Strong CTAs (call-to-action)
- Test every factor of your creative:
  - Format (single image, carousel, video, interactive ad, etc.)
  - Style (cartoons, photos, photos with text, etc.)
  - Caption (different lengths, different benefits)
  - CTA buttons (sign up, learn more, try now, etc.)

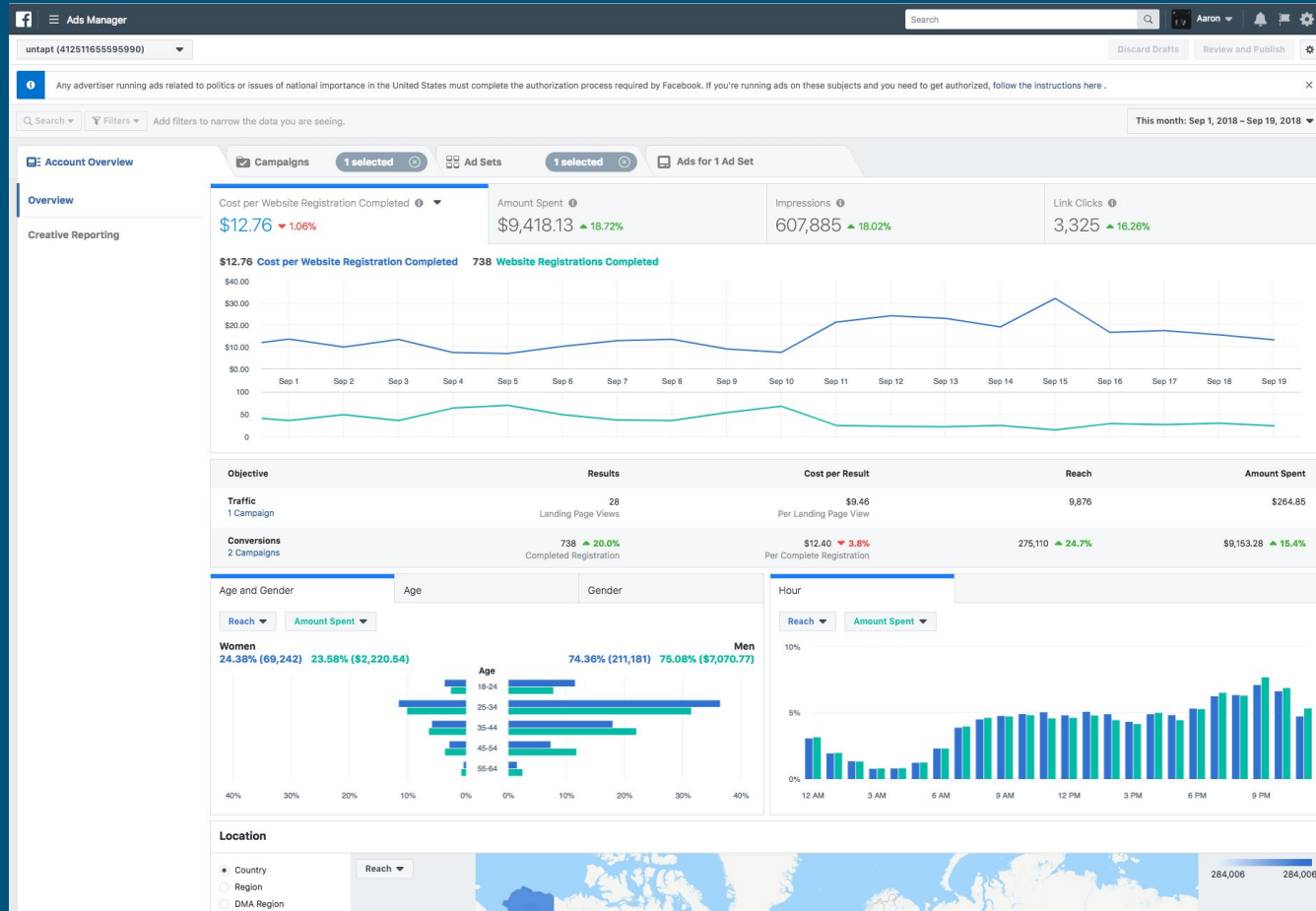


**untapt**  
2,242 followers  
1mo

New York's hottest tech companies & startups are hiring. Find your perfect match on untapt today.

**Top tech jobs in NYC. Sign up and start applying on untapt.**  
untapt.com

# Platform #1: Facebook & Instagram



# Platform #1: Facebook & Instagram

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- Facebook is one of the best digital marketing platforms for **user acquisition** (less effective for clients)
- Thousands of ways to target by interest, behavior and demographic, though its greatest strength is interest targeting
- Also offer *retargeting* and *lookalike*
  - Retargeting (AKA remarketing) - Showing ads to previous visitors of your site who did not complete signup
  - Lookalike - Showing ads to people who share similar interests to recent signups
- Tons of creative options across Facebook and Instagram
  - Carousels, video, interactive ads, etc.
  - Newsfeed, Instagram timeline, Instagram stories, Facebook Messenger, Audience Network, etc.

# Platform #1: FB & IG (cont.)

## Targeting Tips

- Target multiple interests to narrow down audience
- Exclude related words (if you target “developers,” exclude “land developers”)
- Exclude current users and people who “interacted” with ads
- Don’t trust your Pixel reports

Detailed Targeting **INCLUDE** people who match at least ONE of the following ⓘ

Interests > Additional Interests > Ada (programming language)  
**Ada (programming language)**

Interests > Additional Interests > AngularJS  
**AngularJS**

Interests > Additional Interests > Apache Hadoop  
**Apache Hadoop**

Add demographics, interests or behaviors | **Suggestions** | **Browse**

and **MUST ALSO** match at least ONE of the following ⓘ ×

Interests > Additional Interests > ASP.NET  
**ASP.NET**

Interests > Additional Interests > Big data  
**Big data**

Interests > Additional Interests > Computer programming  
**Computer programming**

Add demographics, interests or behaviors | **Suggestions** | **Browse**

Narrow Further

**EXCLUDE** people who match at least ONE of the following ⓘ ×

Interests > Additional Interests > Audio engineer  
**Audio engineer**

Interests > Additional Interests > Broadcast engineering  
**Broadcast engineering**

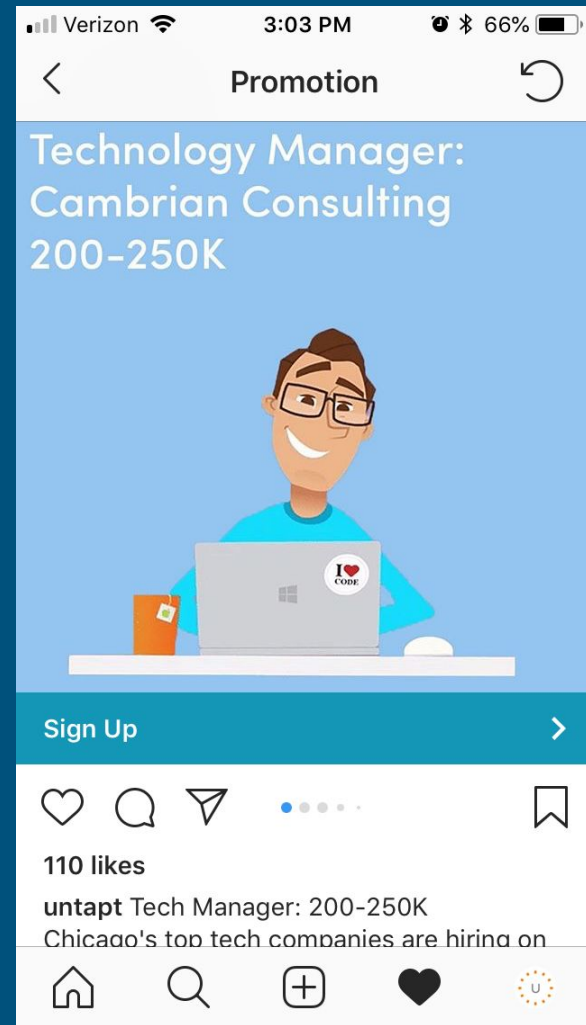
Interests > Additional Interests > Civil engineering  
**Civil engineering**

Add demographics, interests or behaviors | **Browse**

# Platform #1: FB and IG (cont.)

## Creative Tips

- Use location and industry-specific language
- Include something enticing (salary, benefits, promise of growth, etc.)
- Be straight to the point
- Try carousel ad format
- Respond to comments and messages promptly
- Optimize your Facebook landing page for signups



# Platform #2: LinkedIn

| Accounts   |  | Campaign Groups                  |             | Campaigns           |        |             | Ads                         |                                  |            |        |
|--|--|----------------------------------|-------------|---------------------|--------|-------------|-----------------------------|----------------------------------|------------|--------|
| untapt - NEW X   |  | Default Campaign Group X         |             | 105 total campaigns |        |             | 401 total ads               |                                  |            |        |
| Create campaign  |  |                                  |             | View: Performance   |        | Breakdown   |                             | Time range: 9/1/2018 - 9/19/2018 |            | Export |
| Campaign Name  |  | Status                           | Spent       | Impressions         | Clicks | Average CTR | Bid                         | Average CPM                      | Average CF |        |
| <input type="text" value="Search by name, campaign ID, or type"/>  |  | <input type="text" value="All"/> |             |                     |        |             |                             |                                  |            |        |
| <input type="checkbox"/> 105 campaigns   |  | -                                | \$10,725.93 | 362,229             | 2,188  | 0.6%        | -                           | \$29.61                          | \$4.90     |        |
| <input type="checkbox"/> untapt UNLOCKED August 2 (North America and UK only)<br>ID: 142458334 · Sponsored Content |  | Active<br>Running                | \$1,981.97  | 92,659              | 401    | 0.43%       | \$6.12<br>\$5.52 - \$10.42  | \$21.39                          | \$4.94     |        |
| <input type="checkbox"/> Lead Gen: untapt intelligence Pfizer and Unilever<br>ID: 142343754 · Sponsored Content    |  | Active<br>Running                | \$321.53    | 11,981              | 52     | 0.43%       | \$7.26<br>\$6.56 - \$12.63  | \$26.84                          | \$6.18     |        |
| <input type="checkbox"/> Lead Gen: untapt intelligence August 2018<br>ID: 142309844 · Sponsored Content            |  | Active<br>Running                | \$587.35    | 31,688              | 104    | 0.33%       | \$8.73<br>\$8.03 - \$16.21  | \$18.54                          | \$5.65     |        |
| <input type="checkbox"/> UNLOCKED August 2018: Worldwide<br>ID: 142265264 · Sponsored Content                      |  | Active<br>Running                | \$1,756.99  | 128,509             | 730    | 0.57%       | \$3.43<br>\$3.12 - \$5.43   | \$13.67                          | \$2.41     |        |
| <input type="checkbox"/> August Florida Test<br>ID: 142067434 · Sponsored Content                                  |  | Active<br>Running                | \$1,191.46  | 7,317               | 211    | 2.88%       | \$8.65<br>\$7.86 - \$14.53  | \$162.83                         | \$5.65     |        |
| <input type="checkbox"/> August NYC Test<br>ID: 141961334 · Sponsored Content                                      |  | Active<br>Running                | \$387.00    | 5,986               | 65     | 1.09%       | \$8.33                      | \$64.65                          | \$5.95     |        |
| <input type="checkbox"/> Lead Generation: July Startups<br>ID: 141530074 · Sponsored Content                       |  | Active<br>Running                | \$1,429.66  | 36,194              | 164    | 0.45%       | \$10.04<br>\$9.09 - \$16.80 | \$39.50                          | \$8.72     |        |



# Platform #2: LinkedIn

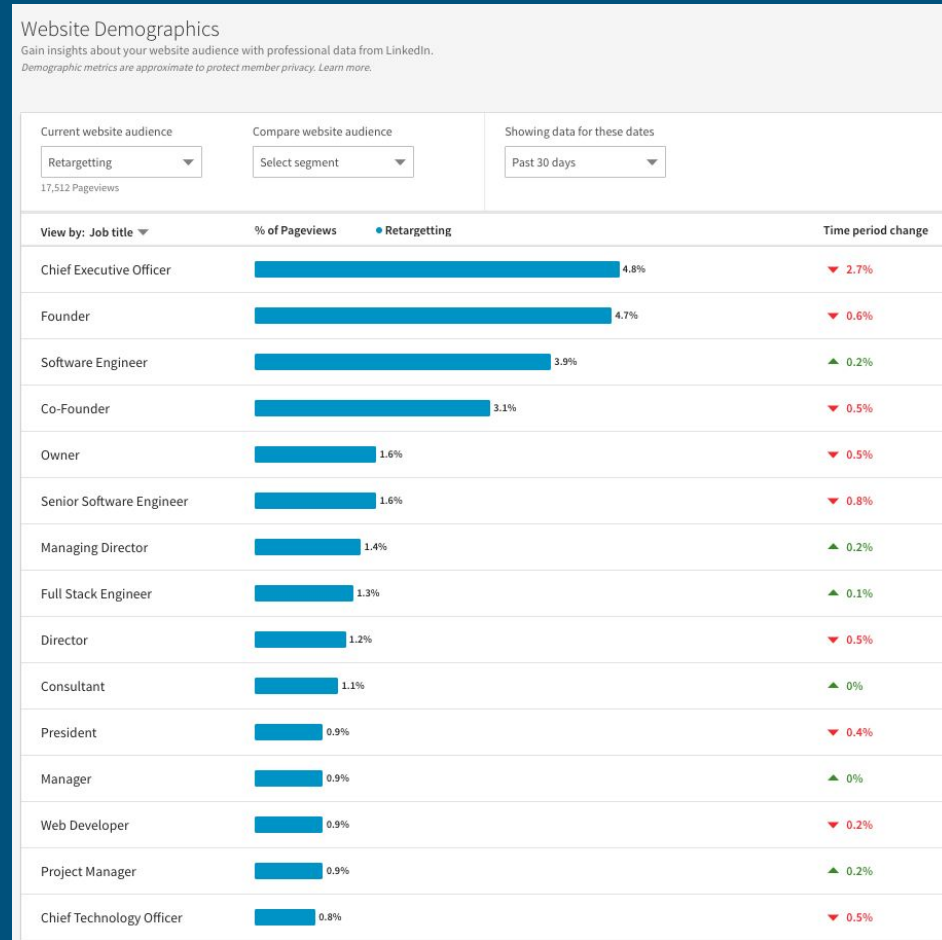
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- More precise for targeting professionals. Also more expensive
- Great for acquiring clients. Great for high quality users as well, but higher CPA (cost per acquisition)
- The creative is more restrictive than Facebook, which makes it easier to make effective content but harder to stand out from the crowd

# Platform #2: LinkedIn

## Targeting Tips

- Target by job title and/or industry for most campaigns
- Check “website demographics” to make sure irrelevant people aren’t clicking your ads
- For clients, target by company size (startups, mid-size, enterprise, etc.)



# Platform #2: LinkedIn (cont.)

## Creative Tips:

- Sponsored content is more effective than sidebar ads
- Use location and industry-specific language
- Use text on your images liberally



The image shows a LinkedIn sponsored post for 'untapt'. At the top left is the profile picture (a yellow circle with a 'U') and the name 'untapt' with '2,242 followers' and '2mo • Edited'. The main text reads: 'Startup hiring is tough. That's why our AI identifies tech candidates that match your needs, so you can focus on building your team. Try untapt today.' Below this is a large illustration of four people (two men and two women) sitting at desks with laptops, representing a startup team. The text 'Find the right team for your startup.' is overlaid on the illustration. At the bottom, it says 'Hire top developers and tech professionals on untapt.' with the URL 'untapt.com' and '20 Likes'.

**untapt**  
2,242 followers  
2mo • Edited

Startup hiring is tough. That's why our AI identifies tech candidates that match your needs, so you can focus on building your team. Try untapt today.

Find the right team for your startup.

Hire top developers and tech professionals on untapt.  
untapt.com

20 Likes

# Platform #3: Google Ads

Google Ads | All campaigns
GO TO REPORTS TOOLS
152-296-3708 untapt aaron@untapt.com

All campaigns

Search campaigns

Display campaigns

Enabled

- August Remote Startup Jobs
- July 2018 Test: Startup DC
- July 2018 Test: Startup NYC #2
- LeadGen: Dev July 2018
- LeadGen: July Tech Recruiters and Staffing
- LeadGen: untapt intelligence August
- May 2018 Test: untapt
- UNLOCKED: August 2018

Paused and removed campaigns are hidden

Overview
Last month  
Aug 1 - 31, 2018

|        |             |              |         |
|--------|-------------|--------------|---------|
| Clicks | Conversions | Cost / conv. | Cost    |
| 4.79K  | 244.00      | \$55.96      | \$13.7K |

### Biggest changes

Aug 1 - 31, 2018 compared to Jul 1 - 31, 2018

|  | Change | Value                             |
|--|--------|-----------------------------------|
| July 2018 Test: Startup NYC Startups     | +      | +45.00<br><small>+∞</small>       |
| July 2018 Test: Startup General Startups | -      | -24.00<br><small>-48.98%</small>  |
| UNLOCKED: August 2018                    | +      | +18.00<br><small>+∞</small>       |
| July 2018 Test: Startup General          | +      | +16.00<br><small>+160.00%</small> |
| July 2018 Test: Startup General          | +      | +14.00<br><small>+∞</small>       |

### Campaigns

|                                   | Cost       | Conversion... | Avg. CPC |
|-----------------------------------|------------|---------------|----------|
| July 2018 Test: Startup NYC #2    | \$2,129.71 | 83.00         | \$2.36   |
| July 2018 Test: Startup DC        | \$388.63   | 30.00         | \$2.37   |
| August Remote Startup Jobs        | \$369.47   | 21.00         | \$2.78   |
| July Dev Jobs                     | \$1,631.22 | 20.00         | \$4.70   |
| July 2018 Test: Startup Chicago x | \$624.45   | 20.00         | \$2.54   |

# Platform #3: Google Ads

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- Google Search Ads are the best tool for picking up users and clients at a specific stage in their decision making process
- Perhaps the most difficult platform to navigate and monitor
- Works on “bidding” cost per click, I suggest letting Google optimize the bids by itself for your own sanity
- Pros: No images, all text
- Cons: Ads are served via keywords and phrases rather than interests. Makes targeting far less intuitive

# Platform #3: Google Search (cont.)

## Targeting Basic Steps

1. Create subsets of very specifically targeted keywords (see right)
2. Set budgets evenly and allow Google to optimize
3. Sort through Google recommendations to manually optimize
4. Pause poorly performing ad sets
5. Repeat

| <input type="checkbox"/>      | <input type="radio"/>            | Keyword                    | Status                           | Max. CPC | Policy details | Final URL | Clicks |
|-------------------------------|----------------------------------|----------------------------|----------------------------------|----------|----------------|-----------|--------|
| Total: All enabled keywords ⓘ |                                  |                            |                                  |          |                |           | 348    |
| <input type="checkbox"/>      | <input checked="" type="radio"/> | "nyc start up jobs         | Eligible                         | \$2.00   | Approved       | —         | 216    |
| <input type="checkbox"/>      | <input checked="" type="radio"/> | [startup jobs nyc]         | Eligible                         | \$3.00   | Approved       | —         | 64     |
| <input type="checkbox"/>      | <input checked="" type="radio"/> | "nyc start up"             | Rarely shown (low Quality Score) | \$2.00   | Approved       | —         | 17     |
| <input type="checkbox"/>      | <input checked="" type="radio"/> | "startups nyc jobs"        | Eligible                         | \$4.10   | Approved       | —         | 6      |
| <input type="checkbox"/>      | <input checked="" type="radio"/> | "startup companies in nyc" | Eligible                         | \$2.20   | Approved       | —         | 6      |
| <input type="checkbox"/>      | <input checked="" type="radio"/> | "fintech startups nyc"     | Rarely shown (low Quality Score) | \$2.90   | Approved       | —         | 5      |
| <input type="checkbox"/>      | <input checked="" type="radio"/> | [startup nyc]              | Rarely shown (low Quality Score) | \$3.00   | Approved       | —         | 5      |
| <input type="checkbox"/>      | <input checked="" type="radio"/> | "start up jobs nyc"        | Eligible                         | \$2.00   | Approved       | —         | 5      |
| <input type="checkbox"/>      | <input checked="" type="radio"/> | [new york startup jobs]    | Eligible                         | \$3.00   | Approved       | —         | 4      |
| <input type="checkbox"/>      | <input checked="" type="radio"/> | [new york startup]         | Eligible                         | \$3.00   | Approved       | —         | 3      |
| <input type="checkbox"/>      | <input checked="" type="radio"/> | [start up companies nyc]   | Rarely shown (low Quality Score) | \$2.50   | Approved       | —         | 3      |

# Platform #3: Google Search (cont.)

## Creative Tips:

- Search ads are highly character count restrictive
- Speak directly, include an immediate benefit and CTA
- Test at least 3 different ads per ad set
- Continually monitor and improve ads at all times

| <input type="checkbox"/> | <input type="radio"/>            | Ad  | Status   | Ad type          | Clicks |
|--------------------------|----------------------------------|---|----------|------------------|--------|
| <input type="checkbox"/> | <input checked="" type="radio"/> | <p>NYC Startup Jobs   Get Hired with Ease on untapt   Find Your Next Job with AI<br/><a href="http://www.untapt.com/NYC">www.untapt.com/NYC</a><br/>No Recruiters. No Waiting. Just Smart, AI-fueled Job Hunting. Get Matched to the Right Startup Jobs Automatically. Join untapt Today.</p> | Approved | Expanded text ad | 239    |
| <input type="checkbox"/> | <input checked="" type="radio"/> | <p>Top Startup Jobs in NYC   Apply for Open Tech Jobs Now   Get Hired with Ease on untapt<br/><a href="http://www.untapt.com/NYC">www.untapt.com/NYC</a><br/>With our AI-Fueled Platform, You Hear Back Faster Than Ever. Get Matched to the Perfect Job For You Today. Join untapt.</p>      | Approved | Expanded text ad | 121    |
| <input type="checkbox"/> | <input checked="" type="radio"/> | <p>Startup Jobs in NYC   Find a New Tech Role With Ease   Job-Hunting Made Really Smart<br/><a href="http://www.untapt.com/NYC">www.untapt.com/NYC</a><br/>Stop Searching. Let our AI Find Your Next Tech Role For You. Join untapt and Find Your Dream Tech Job Today.</p>                   | Approved | Expanded text ad | 32     |

# A Few Client-Side Examples

Hiring in tech doesn't have to be scary.



Behind every great hire is a greater headache. Until now.



Tech Hiring Made (Really) Smart.



Make that  
*"1 in a Million"* hire  
for your startup.  
Every single time.





# A Few User Acquisition Examples

Solve this  
untapt Riddle to  
Win an iPad!



Find a tech job you really love.



Job-hunting made (really) smart.



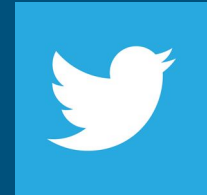
Job hunting, minus the headaches.



# Other Platforms We've Had Success With:

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1. Twitter Ads
2. Quora Ads
3. Outbrain
4. Email Marketing
5. Influencer Outreach
6. Google Jobs
7. Social Giveaways
8. Referral Program



# Concluding Notes:

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- ROI begins low with any ad channel, this is especially true in Digital
- Emphasis should always be on *testing* and gradual improvement
- Creative is the least important of the 3 Big Factors. Don't waste too much time on it
- Don't hesitate to experiment with new platforms and formats. Early adopters are often rewarded
- Put somebody in charge of Digital. Letting it run in the background is the best way to waste lots of money
- Make sure your marketing aids healthy growth on both sides of the marketplace
- Stay up-to-date on all platforms. They change weekly