

3 RECRUITING CHALLENGES & SOLUTIONS

HIRING FOR ATTITUDE





1.

ATTITUDE & EMPLOYABILITY

Employers report difficulty finding people with the right blend of **attitude:**
Warmth, Empathy, Teamwork, and Optimism.

SOLUTION:

Audience Targeting allows recruiters to focus on demographics such as age, location, hobbies, interests, and online behavior.

Direct Mail can be sent to select address lists that target your ideal candidates.

Digital Ads sends digital messages to specific IP addresses or geofenced locations.

Your digital ads appear on all devices: desktop, tablets, mobile devices, TV streaming platforms, and gaming consoles.

Hospitality and Restaurant Industry Employee Persona



Alice Thompson

Description

She is an optimistic and outgoing person who loves discovering new unforgettable experiences.

Age

21 years old

Location

Mandeville, Louisiana

Occupation

Student

Income Range

4k per year

Personality

Outgoing, optimistic, funny, traveler

Influences

Coworkers, family, weather

Brands / Apps

Lululemon, Nike, Instagram, Facebook, Snapchat

Goals/Challenges

Graduate with minimal student debt, balance social life with a job, buy a new car

Marketing Message

Students and young adults who want to make extra cash and are outgoing, affectionate, and friendly love to work at our business for the cordial environment and impressive worker benefits.

2.

DISTRACTIONS

If someone **clicks away** from your ad, it doesn't always mean that the role wasn't enticing. It could be that they were **drawn away** by one of many distractions in this modern world.

SOLUTION:

Retargeting provides additional points of contact with potential candidates and your brand, increasing the likelihood that those people who've seen your advertisement will apply.

IP targeting and geofenced digital display can be retargeted to candidates who saw your ad and didn't apply.

SAMPLE DISPLAY ADVERTISEMENTS

Ad design is included as part of our services. We'll create display ads to show on mobile, tablet, and desktop screen sizes. Here are a few sample layouts.



A vertical display advertisement with a background image of fresh vegetables (tomatoes, yellow bell pepper, and spaghetti) on a wooden surface. The text is arranged as follows: 'Qualified Servers & Cooks' in large black font at the top; 'We're Hiring Passionate & Outgoing Team Members!' in black and red font below it; a 'PEOPLES CHOICE' badge and the hashtag '#alwaysyourchoice' in the middle; and a large black 'Join Us Today' button at the bottom.

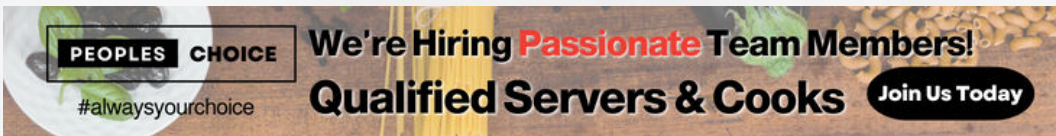
Qualified Servers & Cooks

We're Hiring Passionate & Outgoing Team Members!

PEOPLES CHOICE

#alwaysyourchoice

Join Us Today



A horizontal display advertisement with a background image of fresh vegetables. The text is arranged as follows: a 'PEOPLES CHOICE' badge and the hashtag '#alwaysyourchoice' on the left; 'We're Hiring Passionate Team Members!' in black and red font; 'Qualified Servers & Cooks' in black font; and a black 'Join Us Today' button on the right.

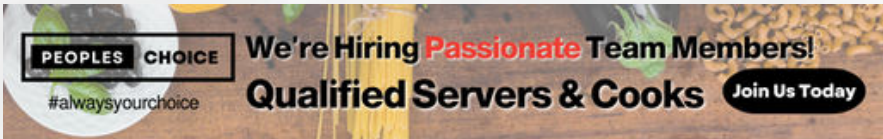
PEOPLES CHOICE

#alwaysyourchoice

We're Hiring Passionate Team Members!

Qualified Servers & Cooks

Join Us Today



A horizontal display advertisement with a background image of fresh vegetables. The text is arranged as follows: a 'PEOPLES CHOICE' badge and the hashtag '#alwaysyourchoice' on the left; 'We're Hiring Passionate Team Members!' in black and red font; 'Qualified Servers & Cooks' in black font; and a black 'Join Us Today' button on the right.

PEOPLES CHOICE

#alwaysyourchoice

We're Hiring Passionate Team Members!

Qualified Servers & Cooks

Join Us Today



A vertical display advertisement with a background image of fresh vegetables. The text is arranged as follows: 'We're Hiring Passionate & Outgoing Team Members!' in black and red font at the top; 'Qualified Servers & Cooks' in large black font below it; a 'PEOPLES CHOICE' badge and the hashtag '#alwaysyourchoice' in the middle; and a large black 'Join Us Today' button at the bottom.

We're Hiring Passionate & Outgoing Team Members!

Qualified Servers & Cooks

PEOPLES CHOICE

#alwaysyourchoice

Join Us Today



A vertical display advertisement with a background image of a hand knocking on a wooden door. The text is arranged as follows: a purple banner at the top with 'WE ARE HIRING!'; the 'jp' logo in purple; 'Opportunity is Knocking. Open the Door.' in purple script font; and a purple oval button at the bottom with 'See Our Benefits' in white script font.

WE ARE HIRING!

jp

Opportunity is Knocking. Open the Door.

See Our Benefits



A vertical display advertisement with a background image of a hand knocking on a wooden door. The text is arranged as follows: a purple banner at the top with 'WE ARE HIRING!'; the 'jp' logo in purple; 'Opportunity is Knocking. Open the Door.' in purple script font; and a purple oval button at the bottom with 'See Our Benefits' in white script font.

WE ARE HIRING!

jp

Opportunity is Knocking. Open the Door.

See Our Benefits



A horizontal display advertisement with a background image of a hand knocking on a wooden door. The text is arranged as follows: 'Opportunity is Knocking. Open the Door.' in purple script font; a purple oval button with 'See Our Benefits' in white script font; and the 'jp' logo in purple on the right.

Opportunity is Knocking. Open the Door.

See Our Benefits

jp



A horizontal display advertisement with a background image of a hand knocking on a wooden door. The text is arranged as follows: 'Opportunity is Knocking. Open the Door.' in purple script font; a purple oval button with 'See Our Benefits' in white script font; and the 'jp' logo in purple on the right.

Opportunity is Knocking. Open the Door.

See Our Benefits

jp

3. POOR BRAND PERCEPTION

80% of the workforce could be described as **passive**. This is a substantial number of potential applicants waiting to be lured away by **a better offer**.

Hospitality and restaurant jobs are often considered **low-wage and entry-level**.

SOLUTION:

Improve how candidates view your company. Advertise the value and benefits of working for you. Showcase your company's culture in job postings. Create a lasting emotional bond with candidates.

Direct mail and matching digital ads combine the personal touch of direct mail with the multiple impressions of digital ads. This puts your message everywhere it needs to be to drive qualified leads.

Direct mail + digital produces **tangible credibility and trackable results**.

SAMPLE DIRECT MAIL ADS

Ad design is included as part of our services.

Here is a sample layout of our 6" x 9" Large Postcard.

WE ARE HIRING!




**Opportunity
is Knocking.**
Open the Door.



WE ARE HIRING!
Join a team that values
hard work and optimism!



Some Benefits of Joining our Team:



Perks & Bonuses



Health Insurance



Paid Vacation



Competitive Pay

Apply Now:



I'M READY TO LEARN MORE!