

Why Recruitment Advertising Needs Strategic Expertise

How Media Services Transforms Complex Advertising into Strategic Results



The Problem

DIY Recruitment Advertising = Wasted Budget

Most HR teams lack time to become media buying experts.

10+

job board accounts being managed.

Hours

researching which platform actually works.

Spent

budget without receiving any performance data.

Lack

of expertise in media buying strategy.

The Hidden Cost

The Real Cost of Guesswork

Most HR teams lack time to become media buying experts.



Wrong channels for your candidates.



Wasted ad spend with no ROI tracking.



High-volume, low-quality applications.



Lost time managing fragmented systems.

Budget spent \neq results achieved.

The Data Gap

Strategic Planning Requires Data Most Recruiters Don't Have



SimilarWeb

- Job site traffic patterns
- Keyword search data
- Demographic insights



Lightcast Labor Research

- Hiring landscape by occupation
- Location-specific data
- Compensation benchmarks



Platform Insights

- Indeed analytics
- Performance metrics
- Competitive data



The Media Services Solution

Strategic Expertise + Proprietary Data = Better ROI

1

Step 1: Discovery

We understand your company, recruitment KPIs, current resources, and hiring challenges.

3

Step 3: Implementation

Contract negotiation, campaign setup, performance tracking.

2

Step 2: Planning

Understand your company, KPIs, goals, and resources.

4

Step 4: Optimization

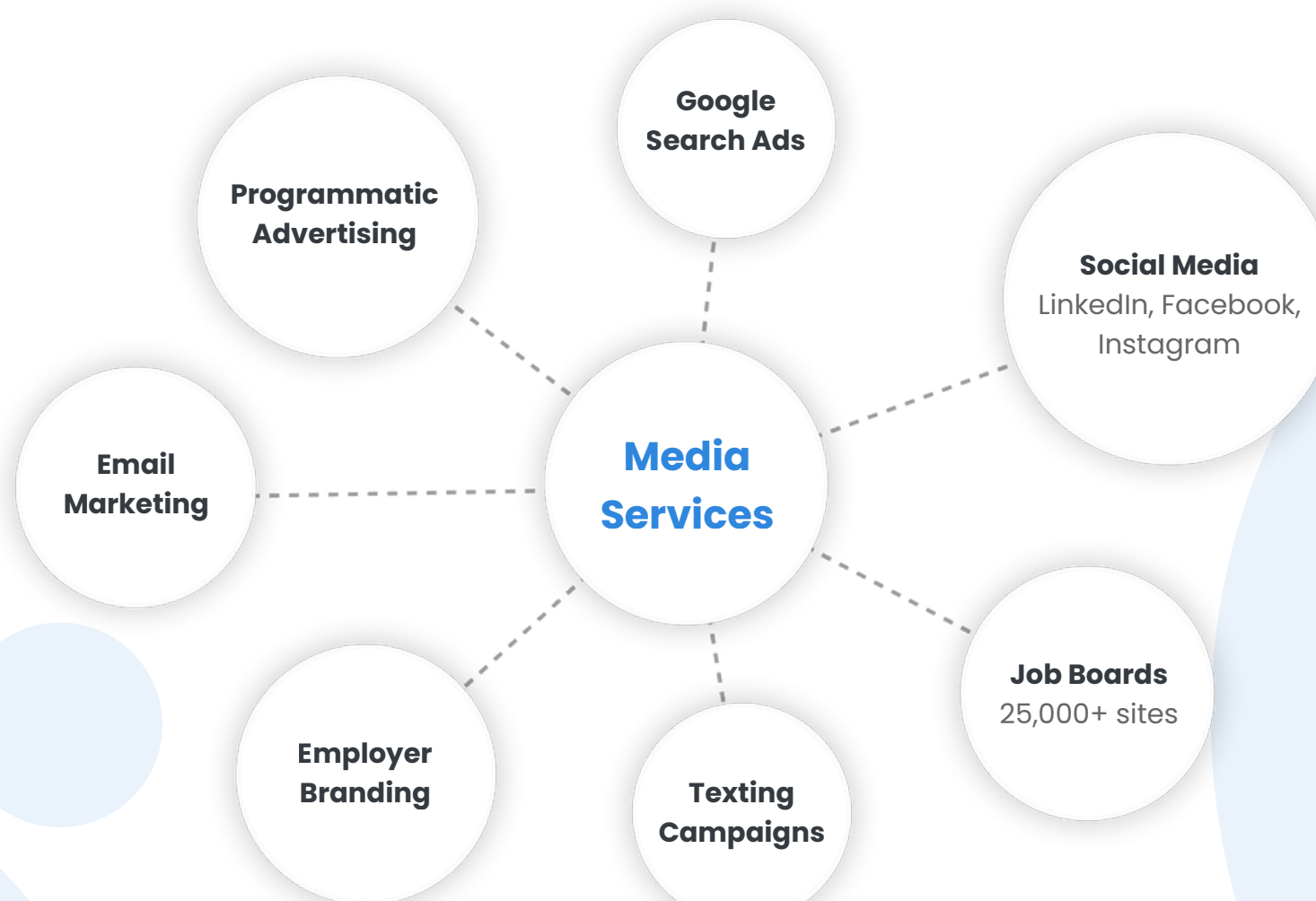
Regular check-ins and strategy adjustments.

We go where candidates are.

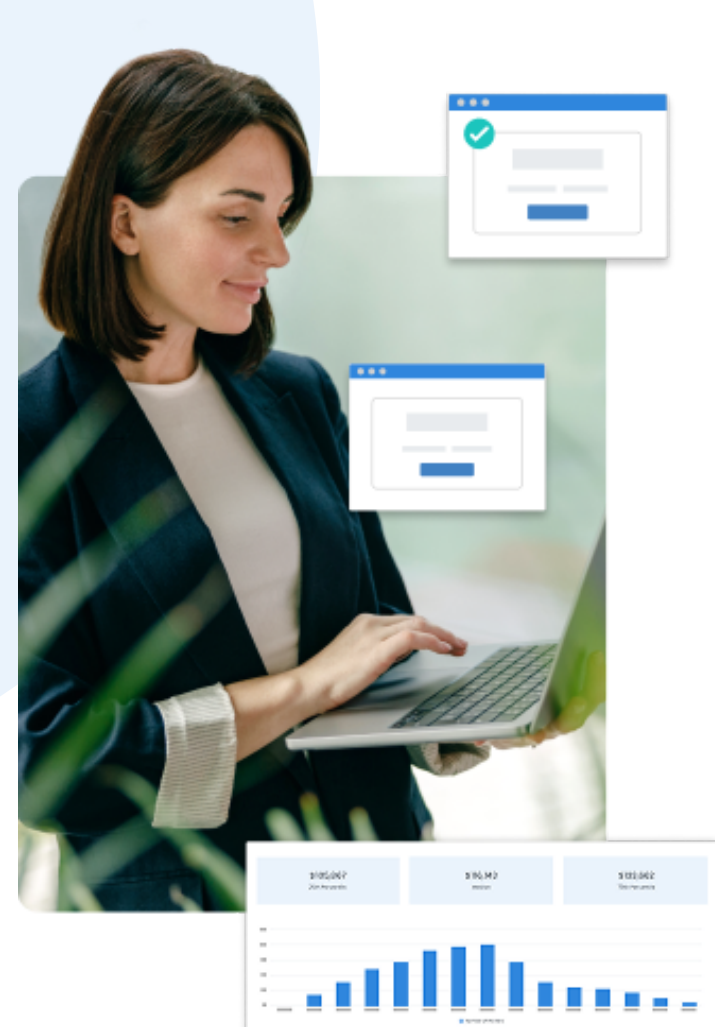


Multi-Channel Approach

One Team. Multiple Channels.



Budget spent \neq results achieved.



Results

Media Expertise That Works



Google Search Ads

100% of customers see increased career page traffic.



Hiring Events

More qualified attendees + higher hiring success.



Brand Visibility

Maintained momentum even during slowdowns.



Budget Efficiency

Prevented wasted spend on wrong channels.

Most Popular Solution:

Google Search Ads



The Promise

Media Expertise Makes Buying Easier

Most HR teams lack time to become media buying experts.



You focus on recruiting

We handle media strategy.



No wasted budget

Data-driven decisions, not guesswork.



Continuous adaptation

Following candidates wherever they engage.

Ready to Optimize Your Recruitment Advertising?

Discover how Media Services maximizes ROI while saving your team countless hours.

[Get a Demo](#)

