

Industry:

Technical Staffing

Problem:

Apex Systems was looking for a better alternative to reach specific entry level job seekers to hire as entry level recruiters nationwide. It was their goal to target college graduates.

Solution:

Careermetasearch.com created an effective three month keyword campaign to drive entry level candidates to Apex Systems home page on our site. In a three month time frame over 5020 passive job seekers were driven to the home page and 555 applicants applied to apex's job openings. Giving them a 11% conversion/apply rate

"Careermetasearch.com took the time and effort to help us understand which keywords were vital to us gaining qualified candidates, and not only helped us identify new candidates, but they have gone the extra mile in the understanding of our business needs, goals, and giving us advice in the metrics of the candidates we have been receiving."

Michelle McCauley
Corporate Staffing Manager

CLIENT INFORMATION:

Apex Systems is a leading provider of technology staffing solutions to Fortune 1000 and mid-sized clients across North America. With a core focus on Information Technology, Telecommunications, and Engineering, and a proven recruiting model, our client has become one of the most in-demand staffing companies around for providing short-term, long-term, and temp-to-perm staffing solutions.

"Careermetasearch.com subscription service and its Push Postings™ product that utilizes the creation and placement of keyword marketing is vital to our recruiting success. After our initial three month membership on Careermetasearch.com, we analyzed what Careermetasearch.com had produced in the number of quality candidates that applied to us and felt that a year commitment was a worthy investment."

Michelle McCauley Corporate Staffing Manager

Step 1.

Careermetasearch.com creates a new account for client. Client logs into account and creates all jobs that will be searched on Careermetasearch.com

Step 2.

Careermetasearch.com works with client to create home landing page that job seekers will be driven to, to apply for jobs.

Step 3.

Careermetasearch.com extracts keywords from job listings and begins its marketing campaign for client to drive specific job seekers to client's job openings.

Top Ten Keywords Job Seekers Searched	Job Seekers Applied %
employment staffing agencies	100.00%
entry level career	100.00%
job for college grads	100.00%
job recruiters atlanta	100.00%
staffing industry jobs	100.00%
technical recruiting jobs	100.00%
hiring college grads	100.00%
university graduate jobs	100.00%
entry level careers	100.00%
college grads jobs	60.00%