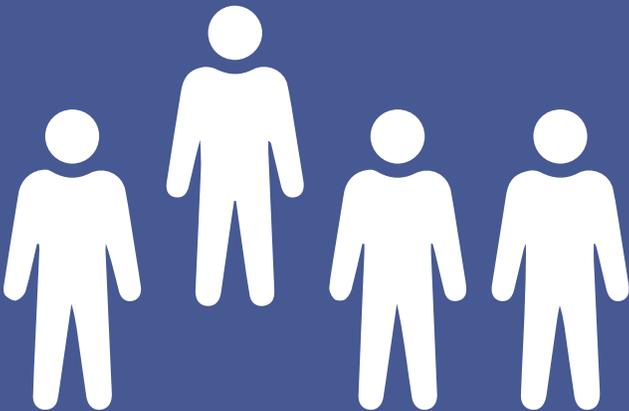
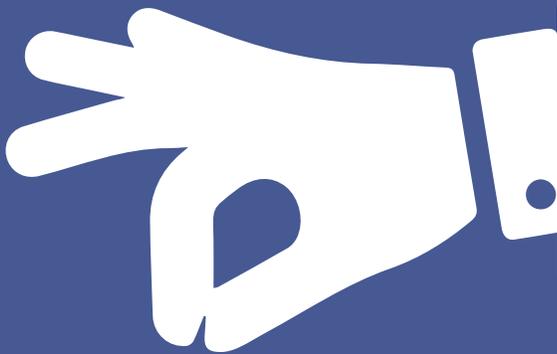
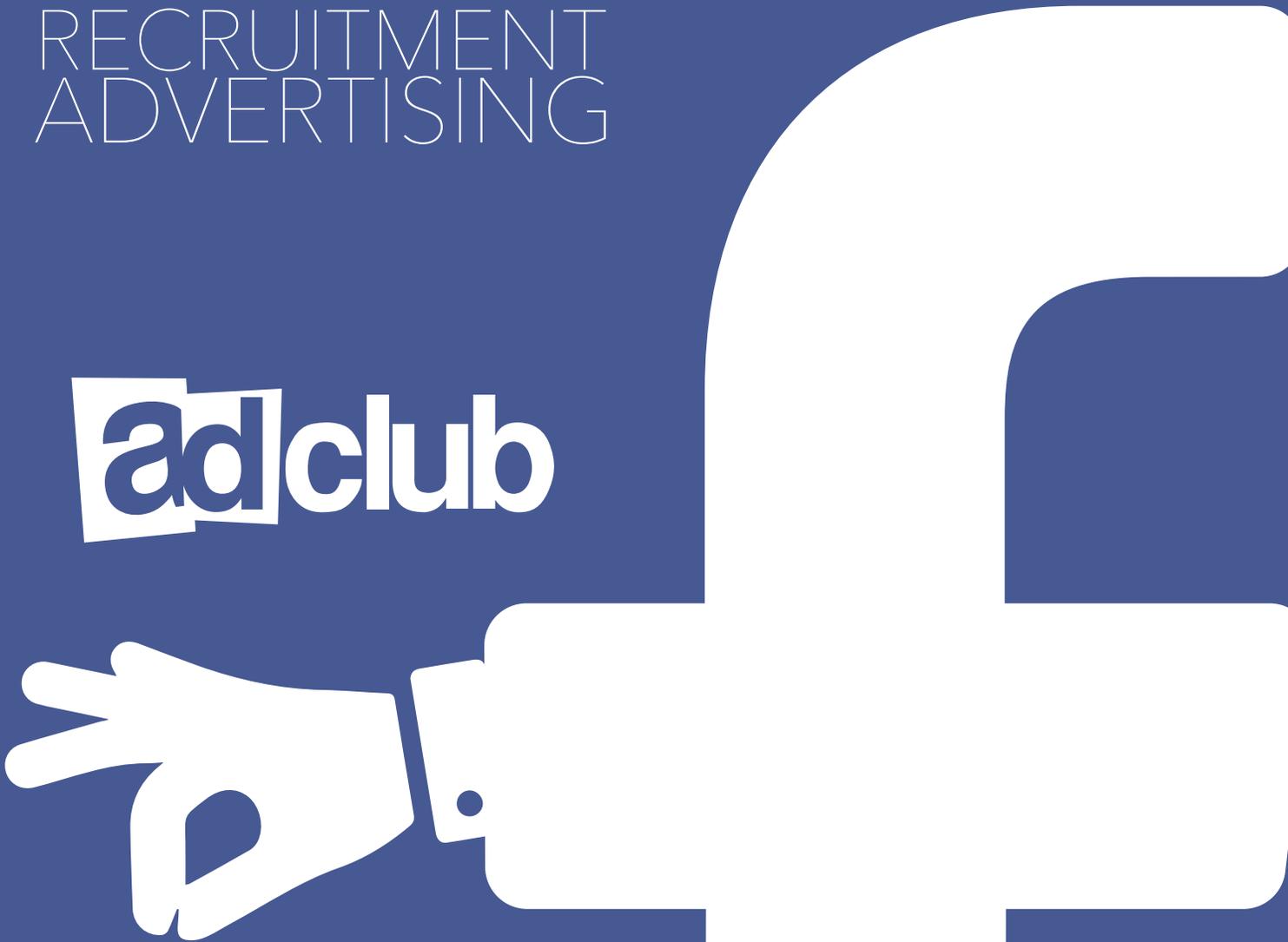


# facebook

RECRUITMENT  
ADVERTISING

**adclub**

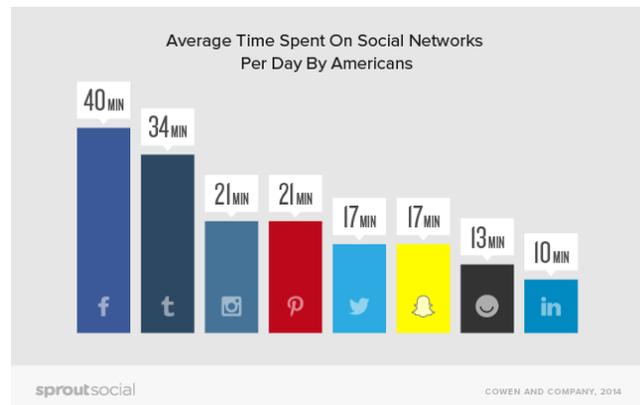


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# Reasons you should be recruiting on Facebook:

## 1. Go where the talent is.

The Average American Spends 40 Minutes Per Day on Facebook. What does this mean for recruiters? Well, Facebook is where you'll likely find your candidates hanging out. Ad Club can help you target those passive candidates with Facebook ads, which lets you turn the network's 1.5 billion users into the world's largest talent pool.



## 2. Target Your Ideal Candidates.

Ad Club can target your audience with a wide range of criteria including location, education, work history, job titles, competitors and interests. By targeting only people who are likely to be interested in a given position, you maximize ROI.

## 3. Recruit at Low Cost and High Value

Unlike most job advertising platforms, Facebook charges on a pay-per-click basis. This means you're not going to be throwing money out the window on uninterested users. You'll only be charged if someone takes the initiative to click on your job ad in order to explore the opportunity further.



## 4. Attract Passive Candidates

Grabbing the attention of the ever-elusive passive candidate is one of the great challenges in recruiting. This audience is often the most qualified candidate pool, especially for mid- and senior-level positions. Fortunately, Facebook ads catch the attention of passive candidates by presenting them with career opportunities while they're going about their day on social media.



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# Facebook at a glance

Here are some key details to consider:

**One in five page views** in the United States occurs on Facebook.

*How this helps you:* This is a large market online; a well placed campaign could provide excellent results.

Facebook adds **500,000 new users every day**; 6 new profiles every second.

Facebook is not the future of advertising...*it is the present.*

There are 50 million active small business Pages

...but only 2.5 million of them are 'active advertisers'.

**Less competition. More success.**

40% of users don't like any brand pages

**paid adverts are the only way** to reach them



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## Additional Options

Your social media expert at Ad Club can target candidates on facebook, and add **Instagram** and the **Audience Network**. This enables you to broaden your reach in a cost-effective way.

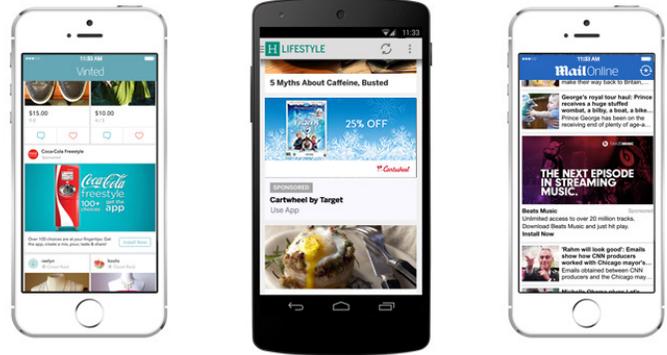


Still relatively new on **Instagram**, advertising offers access to a fresh audience.

Many of Ad Club's customers who advertise on Facebook are now advertising on Instagram – fully integrated into their facebook campaigns.

Sponsored stories on Instagram blend right in; they are seen in the home feed and look and feel the same as organic posts from someone the user is following.

Instagram's efforts to make the app more user-friendly, along with welcome shifts toward catering to the needs of business, have allowed it to increase in popularity and better serve advertisers.



## The Audience Network

*The power of Facebook ads, off Facebook*

The Audience Network is a collection of mobile apps where Facebook advertisers can serve ads using the same targeting and measurement tools that they use on Facebook. These apps might be News related, Games, Music, and other social media / messaging apps.

Essentially, running ads in the Audience Network extends an advertiser's reach beyond Facebook and into mobile apps. Audience Network ads come in both native and display format for photos and videos.

**GET STARTED TODAY!**

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