



AutoJobPros.com

Managing Employee Search Costs

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With the high cost of turnover, it is increasingly important to control the cost of advertising job openings. A continual stream of expenses can decimate monthly profitability.

The best way to manage these costs is to move to a fixed-cost model in which the cost of advertising is treated as a known line item and is not subject to “surprises” when variable costs mount.

We’ve all seen those online job boards that advertise low costs but then charge additional fees “per click” or “per application,” which can quickly become a larger expense than expected. Likewise, we see models where the costs appear low, only to discover that listings are posted for only a day or a few days. Again, the variable nature of these costs requires continual expense.

AutoJobPros.com has developed a simple, cost-effective payment method in which the employer pays a set fee for one of three plans. One plan provides a single ad for 30 days. The second and third plans allow multiple ads for longer periods (45 or 60 days). These plans allow ads to be placed anytime within a 6- or 12-month window, so, in effect, one can continually run ads for the duration of the period at a fixed cost. No surprises. No upcharges for activity.

Managing a business is about managing costs, and, generally speaking, fixed costs are preferred. AutoJobPros.com has aligned with the automotive industry to provide a cost-effective solution for managing the cost of job search advertising.