AutoJobPros.com

How to Save Money Advertising Your Job Openings

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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, where advertising costs are treated as a known line item and are not subject to “surprises” as variable costs mount.

We see models for online job boards that promote a low cost but then charge additionally “per click” or “per application”. This can quickly become a larger expense than expected.

Likewise, we see models where the costs appear low, only to discover they are posted for 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 add multiple ads for longer periods (45 or 60 days). These plans allow multiple ads to be placed at any time within a 12-month window, so one can, in effect, continually run ads for the duration of the 12 months 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 partnered with businesses to provide a ready solution for their job-search advertising.