

# **Classified As A Growth Strategy**

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**Dana Griffin – Morris Communications**

**Jim Lawyer – Gatehouse Media**

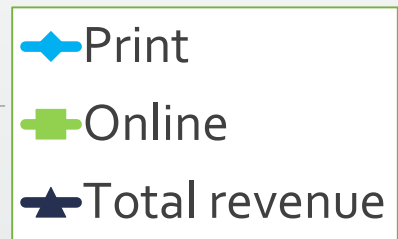
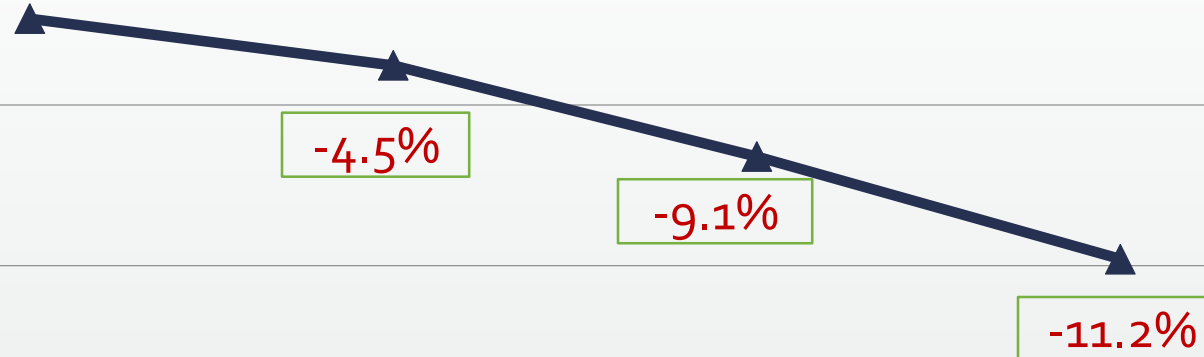
**Tony Lee – CareerCast.com & Adicio**



# Morris Communications Recruitment Strategy

Dana Griffin  
Director of Special Projects

# The challenge: Falling recruitment revenues



Over three years

Print down 22%

Online down 24%

Total down 23%

2010

2011

2012

2013



## 20<sup>th</sup> Century

Job-seekers go to  
printed listings



1990's

Job-seekers go to  
giant job board  
websites like  
Monster and  
CareerBuilder



## Early 2000

Job-seekers go to Google, niche sites, specialty sites, job aggregation sites.

## 2000 - 2010

Job-seekers use mobile phones to search and apply.

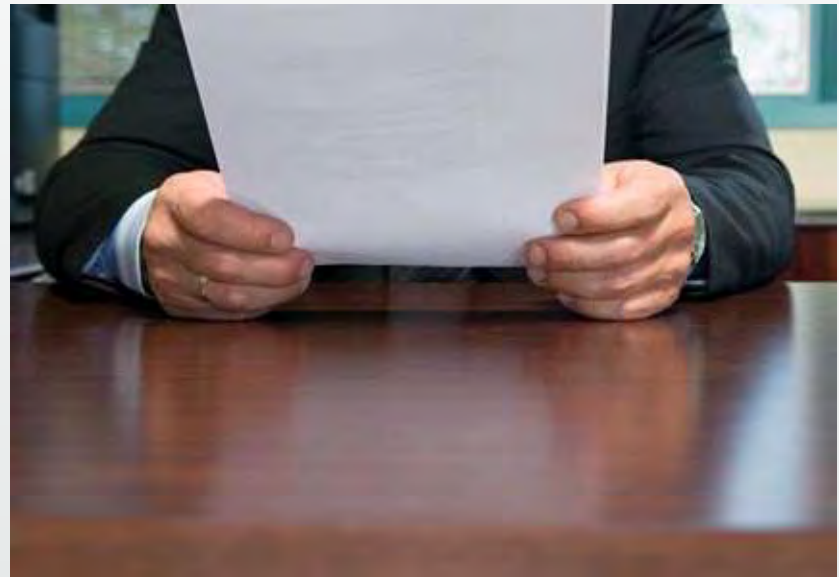
Tap into online social networks to find jobs and candidates.



# Today

Employers want

- Better results
- Easier solutions
- Pre-qualified prospects
- Reach passive job-seekers





# Strategy to meet staffing needs of all our community

\$\$\$

\$

## Simple Posting

- Listing in print/online
- Help job post stand out

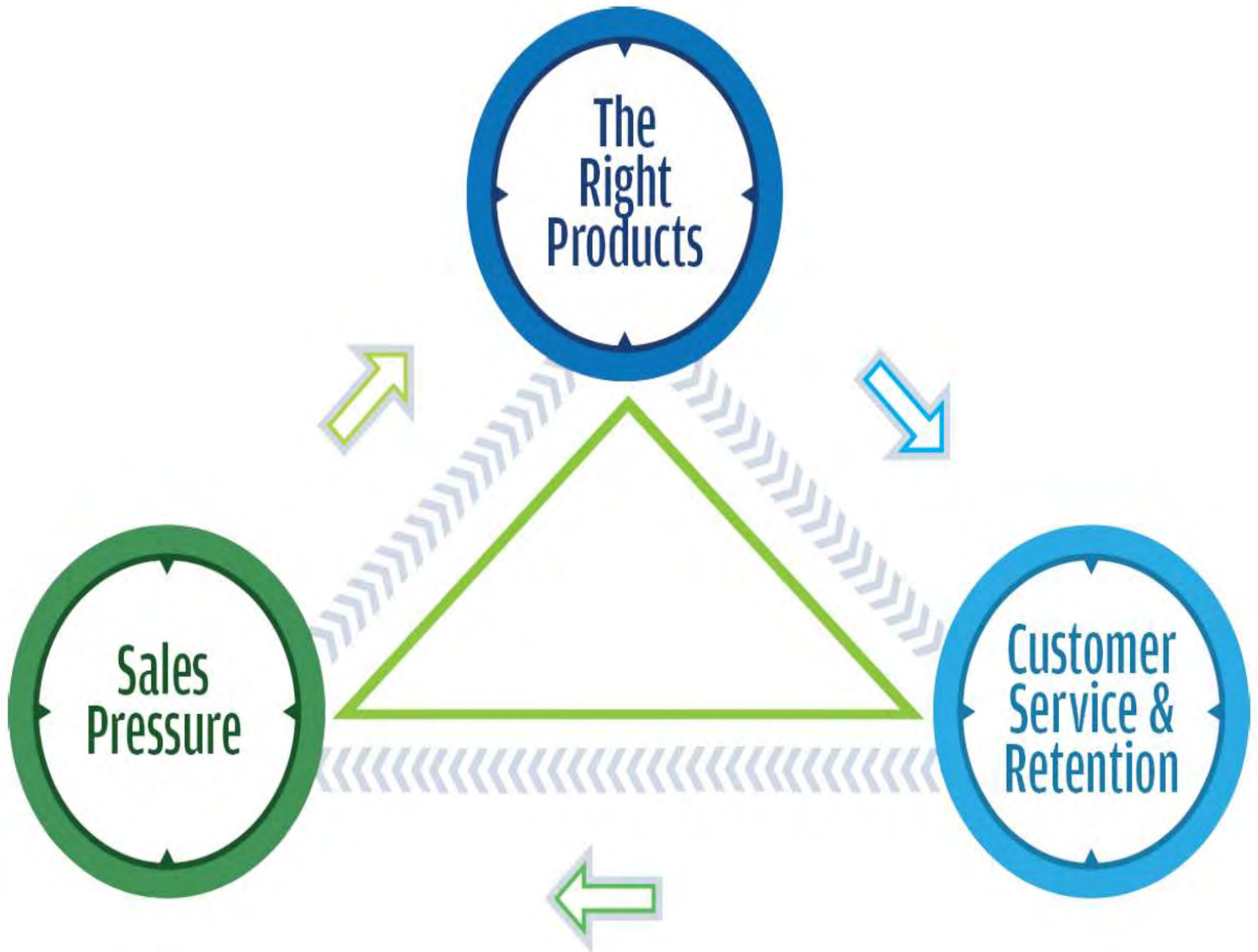
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## Distribution

- Post listing in multiple places
- Niche job boards
- Social Channels
- Target Passive candidates

## Sourcing and Staffing

- Target active and passive anywhere on the web
- Prequalified candidate and job leads
- Candidate matching
- Branding Solutions



We needed to do something  
different!

We made a strategic move away  
from our national job board  
partnership to a local solution with  
national reach!



# Our Localized Product

## More competitive pricing

You keep 100% revenue for posting on your site and upsells like bold/ featured listing

Our local brand and we keep

100% of our traffic

Tools for building your audience including print to apply, social media integrations, mobile, widgets

Easy to get jobs online through self-service tools and wrapping

20 + Niche networks at very affordable rates

Cross posting on Morris network

Partnerships with other distribution networks and recruitment services

Resume Screening tools and candidate matching included

You own the data, the pricing, the audience, your future!

# Traffic Result

- Traffic stable (but it's our traffic)
- Month over month increases in job seeker activity
  - 50% increases in resume database
  - 60% increases in job alerts





# Employer Results

- Immediate increase in the number of self service ads taken.
- Less candidates but the candidates are local high quality candidates.
- Struggling with some specialty categories in some markets.

# Revenue/Sales Results

- Significant decreases in vendor costs
  - Allowed us to offer lower rate packages
  - Reallocate savings to build an employment specialist team
- Markets with increases in active accounts are also seeing increases in revenue
  - No block lists
  - Continue marketing
- Revenue
  - Picking up momentum
  - 2015 budgeted up **5%** recruitment

# Success Stories

- *"We didn't lose any customers during the transition. Our customers use us because we have long standing relationships and trust built. As long as we deliver them results, they really don't care what our platform is."* – Jacksonville Sales Manager
- *"We can now service the small business categories and they are getting their positions filled through us."* – Athens Sales Rep
- *"The diversity network is working great. I have approval to run 6 more job listing on the diversity and spotlight package"* – HR for a local financial institution
- *"I have a local trucking company that for the first time in 10 years, we have been able to fill every trucking position for them."* - Topeka Sales Rep





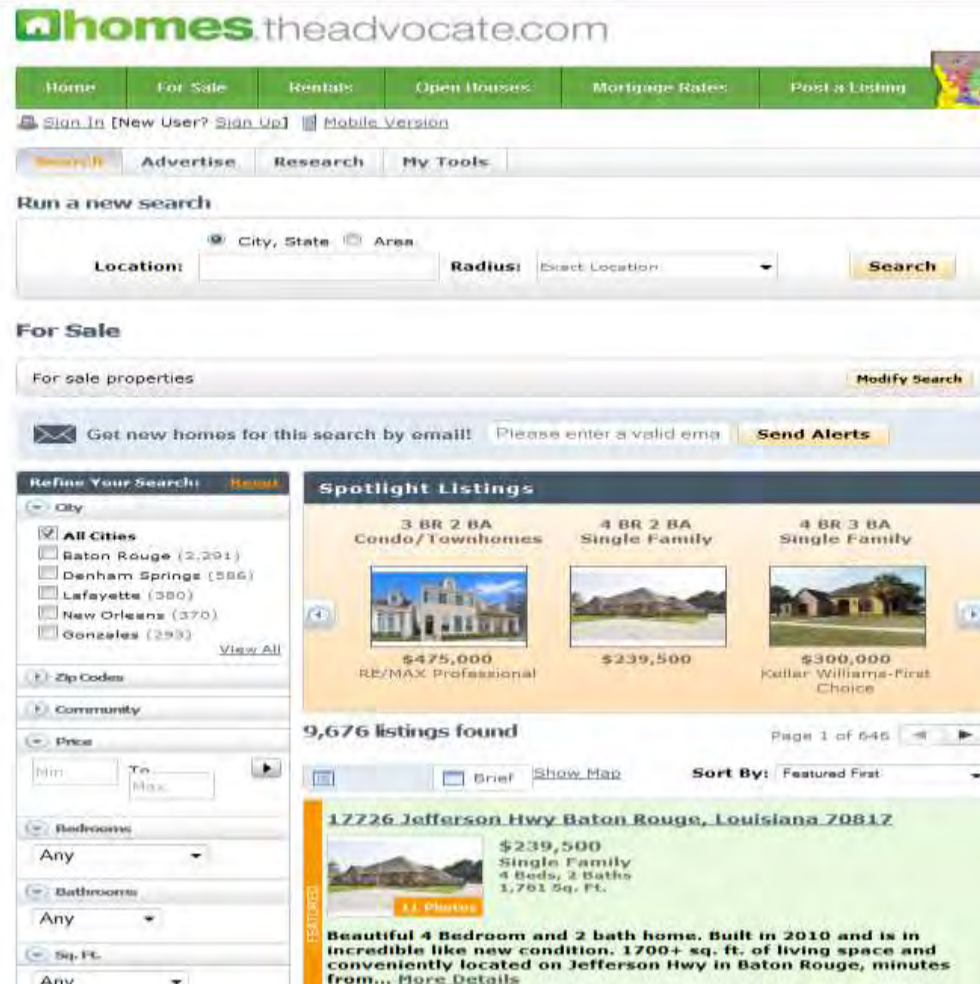
Questions?

# **Real Estate Revenue-Generation Best Practices**

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# Maximize Featured & Spotlight Upsells

- Bundle together, since featured listings also appear in faceted search just below spotlight listings
- Price them competitively
- Target by search criteria (location, property type, market)



The screenshot shows the homepage of **theadvocate.com** with a search interface. At the top, there are navigation links: Home, For Sale, Rentals, Open Houses, Mortgage Rates, and Post a Listing. Below this is a search bar with a "Search" button and a "Mobile Version" link. The main search area is titled "Run a new search" and includes fields for "Location" (with sub-options for City, State, and Area), "Radius", and "Exact Location", along with a "Search" button.

Under the "For Sale" section, there are options to "Modify Search" and "Send Alerts". A "Refine Your Search" sidebar on the left lists various filters: City (All Cities, Baton Rouge, Denham Springs, Lafayette, New Orleans, Gonzales), Zip Codes, Community, Price (Min/Max), Bedrooms, Bathrooms, and Sq. Ft.

The "Spotlight Listings" section features three property cards:

Property Type	Price	Agent
3 BR 2 BA Condo/Townhomes	\$475,000	RE/MAX Professional
4 BR 2 BA Single Family	\$239,500	
4 BR 3 BA Single Family	\$300,000	Keller Williams-First Choice

Below the spotlight listings, it indicates "9,676 listings found" and "Page 1 of 546". A "Sort By" dropdown is set to "Featured First".

The featured listing is for "17226 Jefferson Hwy Baton Rouge, Louisiana 70817". It is a "Single Family" home with "4 Beds, 2 Baths" and "1,781 Sq. Ft." for "\$239,500". The description highlights that it is a "Beautiful 4 Bedroom and 2 bath home. Built in 2010 and is in incredible like new condition. 1700+ sq. ft. of living space and conveniently located on Jefferson Hwy in Baton Rouge, minutes from..."

## Can You Expand Your Market?

- Advocate's expansion across the state
- Created New Orleans & Acadiana versions
- New revenue opportunities from agents & brokers in each community



**THE NEW ORLEANS ADVOCATE**  
**homes**  
homes.theneworleansadvocate.com

Home For Sale Rentals Open Houses Mortgage Rates Post a Listing

Sign In (New User? Sign Up) Mobile Version

Search Advertise Research My Tools

Return to Results Listing 1 of 2532

**1415 Third St New Orleans, LA 70130**

Save Ad Email Friend Print Brochure QR Code

Tweet +1 Like 0 Pin

**Uptown LATTER & BLUM REALTORS**

View Listings Website

**Judith Y. Oudt**  
Profile  
Request More Information  
Call for More Info

Contact

1 of 25

Current List Price:	<b>\$7,999,000</b>	MLS Number:	937316
Original List Price:	\$7,999,000	Bedrooms:	7
Lot Size (Sq. Ft.):	N/A	Full Baths:	6

# Leverage Open House Enhancements

- New revenue stream for most sites - post by date and location
- Ad opp for brokers & agents with special duration pricing

Detailed  Brief  Hide Map Sort By: Newest

**1** [21628 105th Place Se Kent, WA 98031](#)



**\$285,000**  
Single Family House  
3 Beds, 1 1/2 Baths  
1,430 Sq. Ft. | 10,696.0 Acres

Updated three bedroom rambler on nearly 1/4 acre lot on Kent's Easthill. Remodeled kitchen with granite countertops, double oven & gas cooktop. Freshly painted interior and new carpet. [More Details](#)

**OPEN HOUSE** **Saturday Oct. 11th 1:00 PM - 4:00 PM** [See More](#)

**2** [16901 22nd Ave Sw Burien, WA 98146](#)



**\$475,000**  
Single Family House  
3 Beds, 2 Baths  
2,810 Sq. Ft. | 17,688.0 Acres

Absolutely lovely spacious rambler in Upper Gregory Heights with Lot "A" Beach Rights/Clubhouse. This home was remodeled in 1995 and features gorgeous hardwoods throughout, spectacular. [More Details](#)

**OPEN HOUSE** **Sunday Oct. 12th 1:00 PM - 4:00 PM** [See More](#)

**For Sale with Open House Events**

For sale properties, Open House [Modify Search](#)

Get new homes for this search by email! Please enter a valid email [Send Alerts](#)

**Refine Your Search:** [Reset](#)

City

- All Cities
- Tacoma (21)
- Seattle (16)
- Sammamish (5)
- Bainbridge Island (4)
- Puyallup (4)

[View All](#)


Zip Codes

Community

Price

Min: To Max:

Bedrooms




[Sign In](#) (New User? [Sign Up](#)) [Mobile Version](#)

[Search](#) [Advertise](#) [My Tools](#)

[Return to Results](#)

**18909 26th Ave NW Starwood, Washington 98292**

[SAVE AD](#) [EMAIL FRIEND](#) [PRINT BROCHURE](#) [QR CODE](#)



**OPEN HOUSE** **Saturday Sep. 6th 09:00 AM - 02:00 PM**

Come walk through our beautiful renovated 3 bdrm 3 1/2 bath home on 2.64 acres. Large shop/parking for RV/boat. Lots of extras. If unable to make it during the open house please call for private showing.

**Current List Price:** ~~\$489,000~~ - ~~\$492,000~~ **MLS Number:** N/A

**Original List Price:** \$0 **Bedrooms:** 3

[Tweet](#) [+1](#) [Like](#) 0 [Pin It](#)

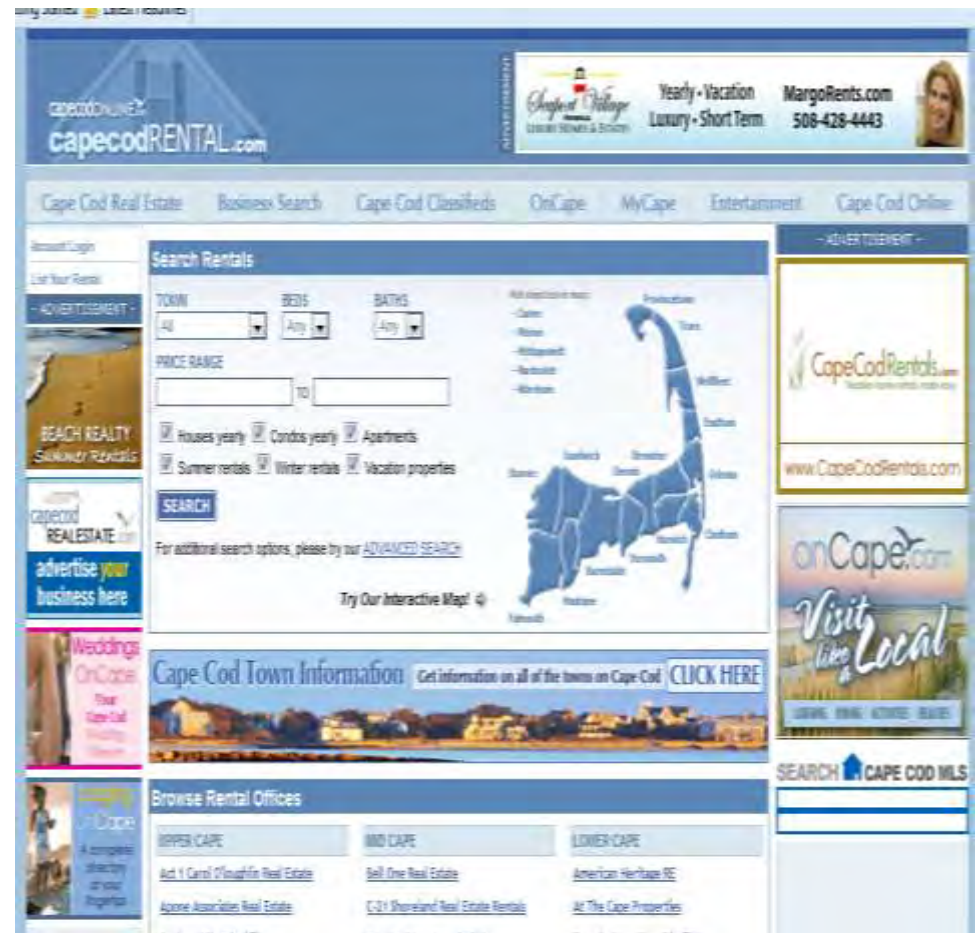
Edy Zolinka  
[Request More Information](#)  
[Call for More Info](#)

[Contact](#)

[Add to Calendar](#)

# Give Rentals Their Own Focus

- New distinct revenue stream
- Leverages CAM data most effectively
- Browse by property type, such as condos, vacation homes, commercial & more
- Creates multiple ad opportunities, including sponsorships



The screenshot shows the CapeCodRental.com website. At the top, there's a navigation bar with links for 'Cape Cod Real Estate', 'Business Search', 'Cape Cod Classifieds', 'OnCape', 'MyCape', 'Entertainment', and 'Cape Cod Online'. The main content area is titled 'Search Rentals' and includes a search form with dropdown menus for 'ROOMS', 'BEDS', and 'BATHS', and a 'PRICE RANGE' field. Below the search form are checkboxes for various property types: 'Houses yearly', 'Condos yearly', 'Apartments', 'Summer rentals', 'Winter rentals', and 'Vacation properties'. A 'SEARCH' button is prominently displayed. To the right of the search form is a map of Cape Cod with various towns labeled. Below the search form, there's a section for 'Cape Cod Town Information' with a 'CLICK HERE' link. At the bottom, there's a 'Browse Rental Offices' section with a table listing different areas and their respective real estate agents.

UPPER CAPE	MID CAPE	LOWER CAPE
<a href="#">Art &amp; Carol O'Laughlin Real Estate</a>	<a href="#">Jill One Real Estate</a>	<a href="#">American Heritage RE</a>
<a href="#">Aptone Association Real Estate</a>	<a href="#">C21 Personal Real Estate Rentals</a>	<a href="#">At The Cape Properties</a>

# Maximize Your Media Kit

- Clearly communicate your unique audience and value proposition to agents & FSBOs
- Outline upsells, bundled products, special offers, featured banners, etc.
- Make buying online easy through a straightforward e-commerce application
- Use e-commerce postings as a lead-generation source and follow-up

[Sign In](#) [New User? [Sign Up](#)]

Search **Advertise** Research My Tools

## Purchase Product

### Purchase an Advertising Product

Creating your listing is simple and payment is safe, easy, and secure

Sample: Ad Detail Page



[View Sample](#)

Sample: Spotlight Ad



[View Sample](#)

Sample: Featured Ad



[View Sample](#)

# Offer Builder/Community Directory & Profiles

- Target and attract apartment complexes, communities and new builders and developers
- Community profiles to highlight specific apartment complexes, communities or new home developments
- Listings linked to Community Profile
- Profiles can be sent via Print feed

Community Profile

**Andalusia at 4S Ranch**  
10510 Black Opal Road, San Diego, CA



Information  Check Availability



**Andalusia at 4S Ranch**  
858-312-8850  
[Website](#)  
[Check Availability](#)

**Office Hours:**  
Winter Hours (Oct to April): Monday Noon to 5 pm  
Tuesday to Sunday: 10 am to 5 pm

Details **Map** Community

---

Community Information

Property Type: New Development	<b>Andalusia at 4S Ranch</b>
Property Age: New Construction	10510 Black Opal Road
Total Units in Community:	San Diego, CA

**Search Results [ 67 matches found ]**

## Community Directory

Search Criteria: Location: All Locations  
[ [Modify Search](#) ] [ [New Search](#) ]


[Brief](#) | [Detailed](#) | [Map](#)

Displaying 20 results per page

More Communities 1 - 20 of 67 [Back](#) | Page 1 of 4 | [Next](#) [Go to page: 1](#)

Sort By: **Name** [Location](#)

---





1 photo

**Amber at Windingwalk by Shea Homes**  
2338 Hummingbird Street  
Chula Vista, CA

Amber @ Windingwalk 2338 Hummingbird Street, Chula Vista, CA 91915 91 Single Family Homes from the high \$400's Approx 2342-2678 sq ft 4 Beds, 3 Bath, 2-Car Garage... [More](#)

[See Listings](#)



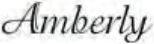



10 Photos

**Amberly at La Costa Oaks by Pulte Homes**  
7122 Sitio Corazon  
Carlsbad, CA

Amberly at La Costa Oaks by Pulte Homes Located within the desirable La Costa Oaks community, Amberly offers single- and two-story living with up to 2,889 square feet and 4 bedrooms. Priced from the ... [More](#)

[See Listings](#)






1 photo

**Andalusia at 4S Ranch**  
10510 Black Opal Road  
San Diego, CA

Andalusia at 4S Ranch FALL FESTIVAL of Savings on Select Homes thru the end of November Inquire with sales consultants for details on all the savings! 3 to 6 Bedrooms / 3 to 5 Baths / Approx. 2,222 to... [More](#)

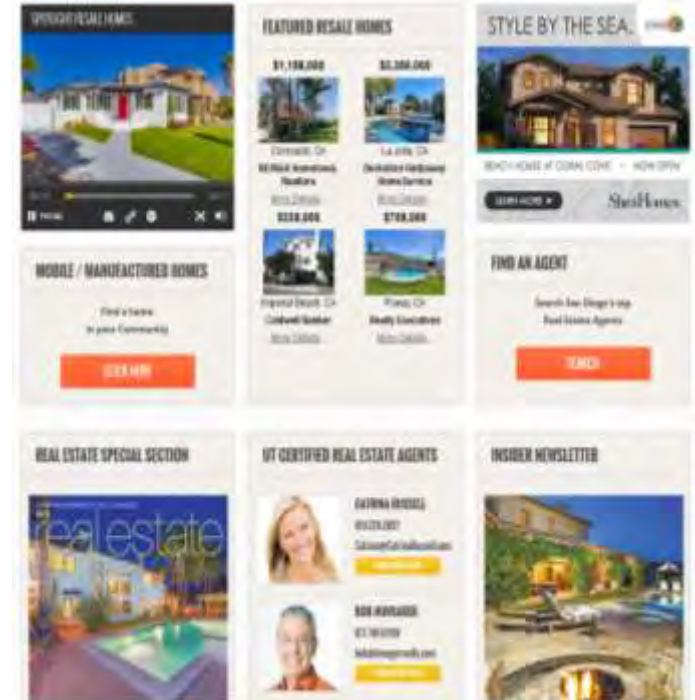
[See Listings](#)





# Embrace the Flexibility of Widgets

- Reach visitors wherever they wander with targeted widgets:
  - Search the RE database
  - Preferred Agent profiles
  - Open House announcements
  - Featured Home photos
- Proven method for driving traffic from non-real estate pages to your real-estate database
- Widgets should be tailored to meet specific criteria, such as price, location, waterfront, etc.
  - Eg., create a Featured Home widget showing only golf course properties in a key zip code selling for \$500,000 and up



# Widgets Can Be Sponsored

- Additional opportunity to sell advertising
- Contextually target by search parameters
- Can be priced high due to Premium/Exclusive placement
- Leverage social media with a Twitter widget

**Real Estate Tweets**

holyfaith (Santa Fe Alerts) 2012-03-  
 John Lefferdink and Associates | John ... - Rancho Santa Fe Review: In past articles, we have pointed out the ma...  
<http://t.co/xklSP7yC>

MainStMediaSD (MainStreet Media  
 San Diego housing market conditions pose prime opportunity for sellers  
<http://t.co/YNXUuz5X>

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PrudentialCal  
 Coastal Retreat Offers Numerous Amenities: Marlene Dietrich of Prudential California Realty has listed an except... <http://t.co/JYtsQH05>

rsfreview (Rancho Santa Fe) 2012-  
 San Diego housing market conditions pose prime opportunity for sellers  
<http://t.co/NiREUcMd>

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Prudential  
 California Realty

ALANI
(518) 357-4837  
REALTY GROUP
Alani-Realty.com

open houses

<p><b>\$134,500</b></p> <p>Tulsa, OK V.C. GARRETT REALTOR <a href="#">More Details...</a></p>	<p><b>\$139,900</b></p> <p>Tulsa, OK <a href="#">More Details...</a></p>	<p><b>\$138,000</b></p> <p>Jenks, OK <a href="#">More Details...</a></p>
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View All Open Houses

Sponsorship Here

---

LUXURY HOMES

VIEW ALL

\$2,286,600

5201 Beach Dr Sw  
Seattle, WA  
beds 4, baths 3.1

\$1,250,000

11806 Se Eastbourne Ln  
Happy Valley, OR  
beds 6, baths 6.1

\$2,250,000

1865 Crestwood Cove Ct  
Freeland, WA  
beds 4, baths 4

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Manor Homes, REALTORS®  
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Find Homes for Sale

Realtor Listings  
 Classifieds/Gallery Of Homes Listings

Town/City     County     Schools     MLS#

**Location:**

**Price:**

To

**Beds:** Any ▾    **Baths:** Any ▾

**Property Types:**

All ▾

Go

Advanced Search

# Questions?



AVOID STEPPING INTO A GREAT MAN'S SHOES

BUILD THE BRAND FIRST

JUMP BALL

IT'S NOT AN EITHER  
OR SITUATION

SHOW ME THE  
MONEY



COST-PER-UNIT-SOLD

A REAL PRODUCT DISTINCTION

PERFORMANCE GUARANTEE

TRAINING

QUESTIONS

Jim Lawyer  
BestRide.com  
Director of Automotive  
[jlawyer@bestride.com](mailto:jlawyer@bestride.com)  
518-321-4547

