



# Grow Digital Recruitment Advertising Revenue and Market Share

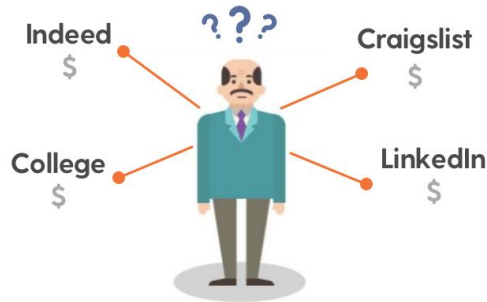


A Berkshire Hathaway Company

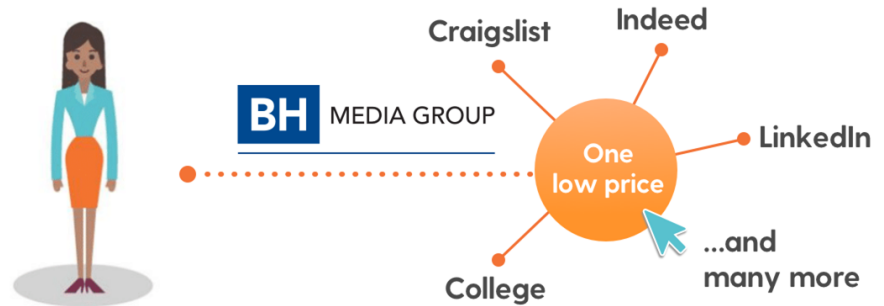


# Problem: Employers are Bombarded with Options

## Problem



## Solution



# \$8 Billion Opportunity

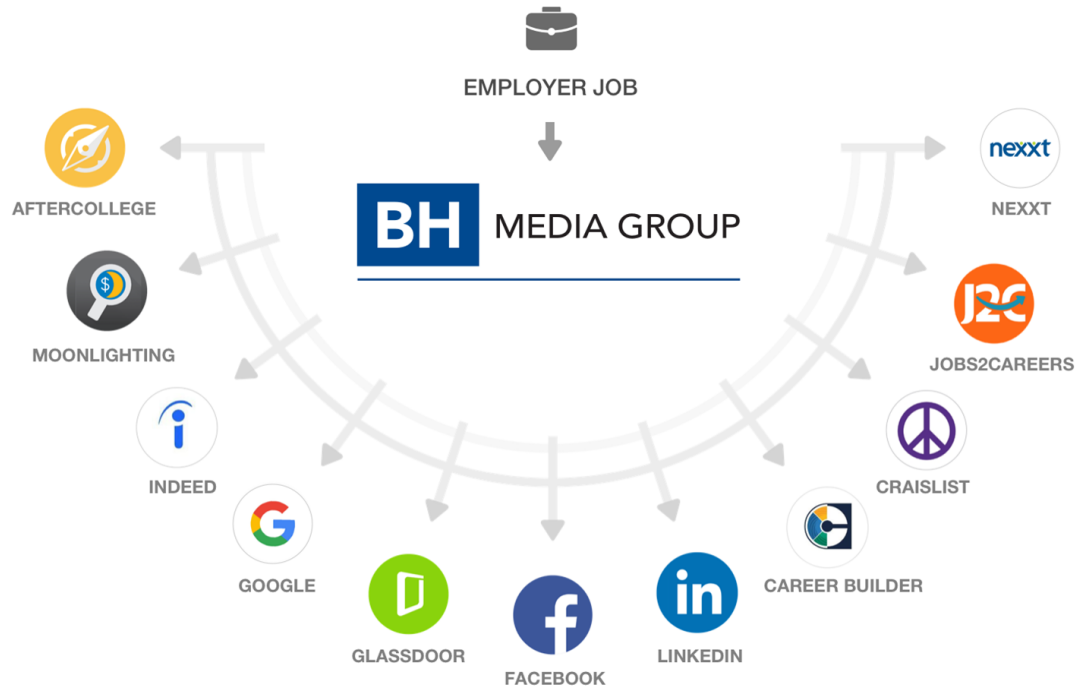
**30 million  
small businesses  
need help hiring**



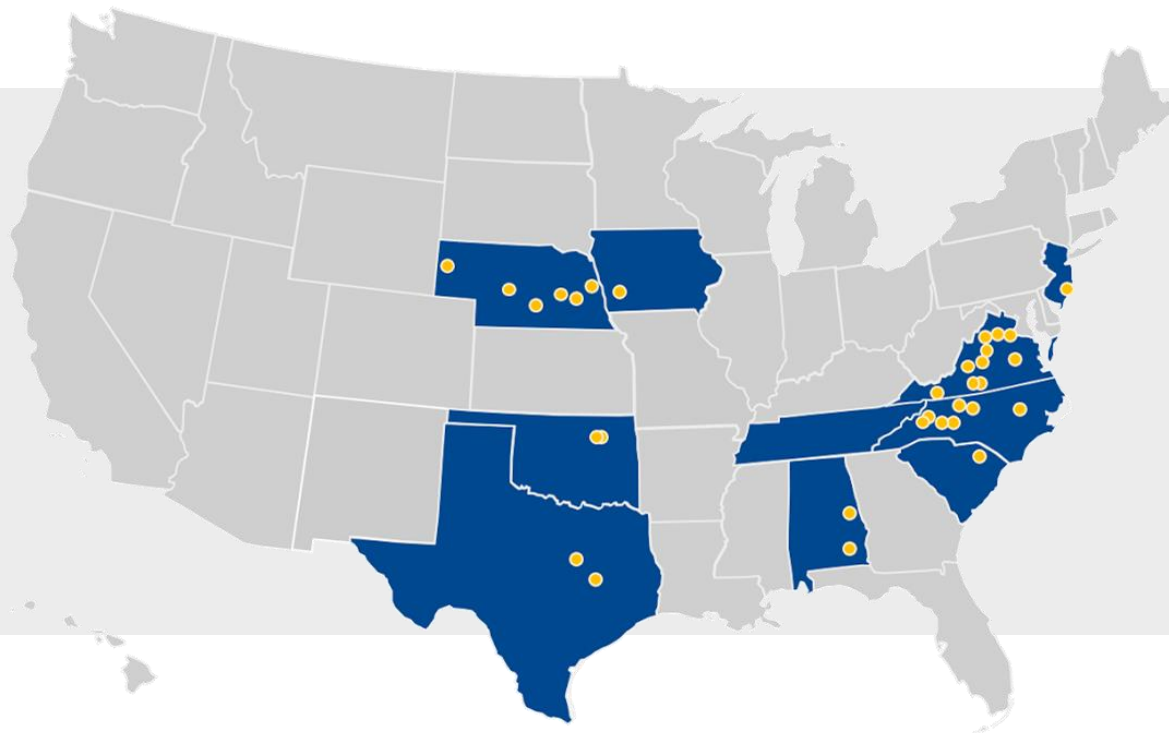
It takes **40** days to  
hire someone and up to  
**\$4,000**

# Solution: One Stop Shop

*Post one, pay once*



# Serving Communities in Ten States



# Evolution of the Recruitment Business Line

*Align markets on best practices for maximizing job traffic*



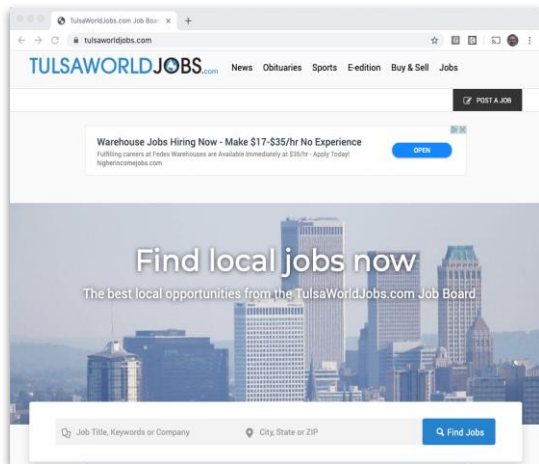
- ✓ 30 day posts
- ✓ Full job descriptions
- ✓ Online apply (email or url)



*73% of job searches start with Google*

# Recruitment Partner Goals: One-stop Solution

## Branded Job Board



## Access to Leading Sites & Social Media

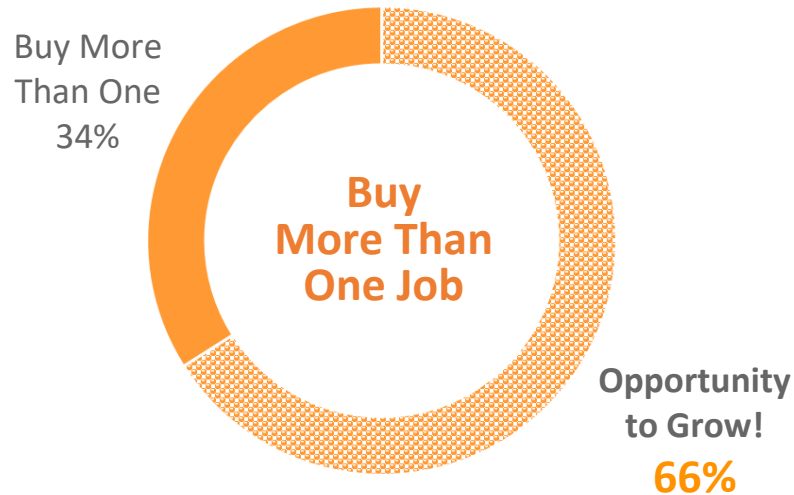
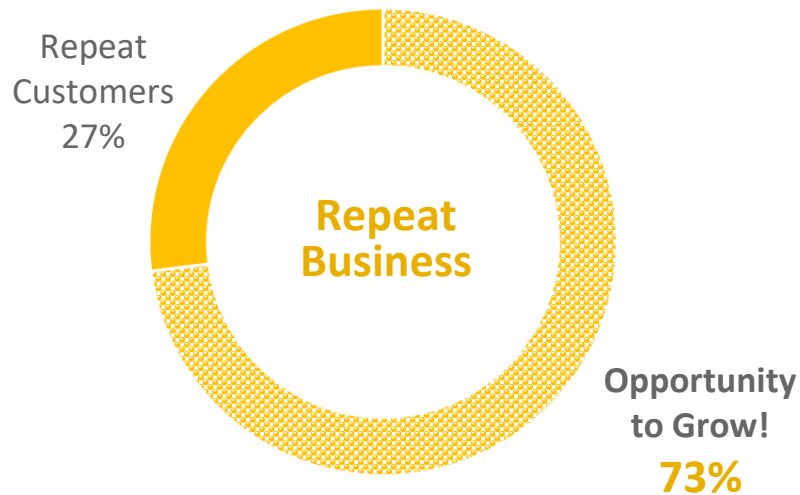


## Training, Employer Events, Sales Support



# Untapped Digital Opportunity

*Ghost seller pilot program*



Larger transactions = \$\$\$

# Growing Sales Performance: Ghost Seller Pilot Program



- ✓ Untapped opportunities in certain markets
- ✓ Needed a turnkey solution
- ✓ No startup cost
- ✓ Ability to work with a DNC list

# Success Metrics to Track Progress



❓ Increased average digital only deal size from \$340 to \$7,500+



❓ More recurring/annuity type business



❓ Growth in total sales/share of local advertising wallet



❓ Outreach to local employers beyond our own database



# What's Ahead?

