



Famously Hot Jobs Platform Ongoing Marketing Plan

Fall 2014

Powered by:



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Ongoing Marketing Phases for Famously Hot Jobs Platform

After a strong initial launch and two year period, Famously Hot Jobs is prepared to make significant growth over the next 12 months with a combined strategy of driving both job seekers and employers.

Driving Job Seekers

We need to continue to drive job seekers. As we have now have more than 36,000 jobs available on the site, job seekers will have a good sample of job matching opportunities immediately available. To this end, we recommend that we continue to work to partner more effectively with the local two and four year colleges to get email blasts distributed prior to the end of classes as students look for summer jobs and graduates look for full time employment. We have a sample email blast language available to send out to the schools for distribution. With a brief introduction call, we can move forward with many of the schools in short notice. The schools and youth oriented organizations that we would like to target included but is not limited to:

- USC
- Midlands Tech
- Bennett College
- Allen College

Job Seeker Growth Initiatives



We strongly recommend re-approaching these schools about conducting additional e-blast to students and alumni and about integrating our services into job fairs and other employment related events. Examples of potential campaigns are listed in the Appendix labeled “Matrix of Marketing Components”.

Driving Small and Medium Local Businesses to Post Jobs



Many small businesses have challenges in the recruitment and hiring process as these smaller companies often don't have a dedicated Human Resources staff



We will like to continue to drive local small and medium size business registration and job postings. We will leverage any already planned job fairs as a kick off to this phase. The goal is to drive new companies into the Famously Hot Jobs platform.



Amir Eskafyan,
President & Founder
Torch Energy
Solutions LLC
Houston, TX

“The recruiting, interviewing and hiring process was overwhelming for our small business. The TMJ platform simplified much of the process for us. The TMJ platform saves a lot of cost and time in recruiting by centralizing our HR activities.”

HIRING PIPELINE FOR TORCH ENERGY SOLUTIONS

Recruitment Stage	16 of 20 (80%) applications were sourced through TMJ Houston! "What has impressed me most of the quality of the candidates that I received."
Interview Stage	13 of 16 (81%) candidates interviewed applications were sourced through TMJ Houston!
Hiring Stage	Of the two people hired, both (100%) were TMJ Houston sourced candidates
Employee Retention Stage	The Company projects substantial increase in retention. CEO states "I could see the candidates we hired working through TMJ Houston at Torch Energy for the next 5 years."

Boutique energy advisory firm for both commercial and residential clients. In business since December 2012 and expanding within Houston, New York and Illinois.

TweetMyJobs will be staffing the fair with personnel and computers to conduct on the spot one on one workshops with attendees. Together, we will reach out to local business to encourage attendance and to ask them to post at least one job on the system as part of their participation in the jobs fair. We believe that this process will not only drive usage by local businesses but also enhance the job fair by encourage job seekers to immediately download the mobile

application and use it to apply to jobs of participating companies on the spot. Given the expected media coverage of the fair, we believe that this integration of the platform and employment services will help to boost interest by small and medium businesses as well as from job seekers in the Famously Hot Jobs platform.

Employer Growth Initiatives

News Media

- Use success stories to drive regional and neighborhood media stories to reach local businesses

Job Fairs

- Participate in more local job fairs to recruit employers

Marketing Campaigns

- Develop employer tailored marketing collateral to encourage and educate small businesses to use the platform.

Identifying Success Stories

We typically conduct surveys of both our job seekers and employers to gauge satisfaction, how they interact with the system and to identify success stories to leverage in the next round of media push after the first seven months. Because the hiring cycle is three to six months, it rarely makes sense to engage in the survey process before month seven. Our next survey would be conducted in the early fall of 2014.

We have conducted two surveys for Columbia to date to help identify these success stories earlier as part of our broader marketing campaign. The surveys help us update the talking points for the Mayor and other partners and to focus our ongoing efforts. This information is often used to provide an update to financial supporters of the program and the legislative body. The media push from the success stories helps to re-ignite interest in the system. This will include a major social media push. With the job fair, survey results and performance metrics in hand, we will target local, regional, national and international media with these success stories.

Torch Energy Solutions

TweetMyJobs Houston! User success story

Katie Butler
 TweetMyJobs Houston! User
 Just Hired by:
 Torch Energy Solutions as Director of Public
 Purdue University graduate

Katie began her job search process in October 2012 before graduation and started by registering with a number of big name boards including LinkedIn, Monster, and others. She initiated her job search process by:

- Updated her online profile
- Optimizing her resume
- Posting her resume on jobs boards and her personal website

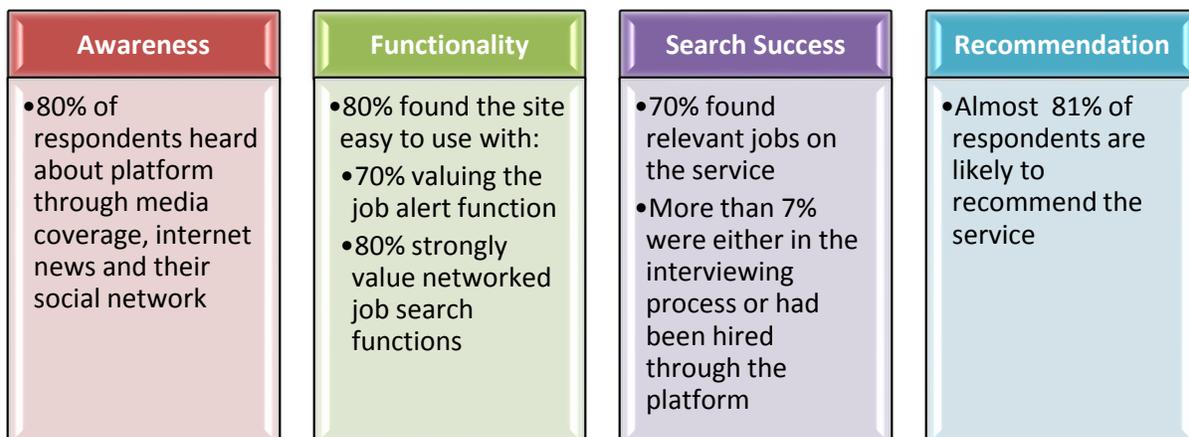
"I applied to hundreds of jobs before graduation. Usually I got no response from the Human Resource departments. I had 10 interviews from these applications but no offers."

"I moved back to Houston and was introduced to TweetMyJobs Houston through a friend who sent me a link to a job on TweetMyJobs. I registered to TweetMyJobs at the end of July 2013. I applied to 20 jobs through TweetMyJobs and interviewed with 3 firms. One of those firms was Torch Energy Solutions. My job search process through TweetMyJobs lasted 20 days from start to finish. I applied to Torch Energy in late July, I was contacted for an interview within a week's time. I was made an offer and began work by August 19."

Two things made the TweetMyJobs search experience different:

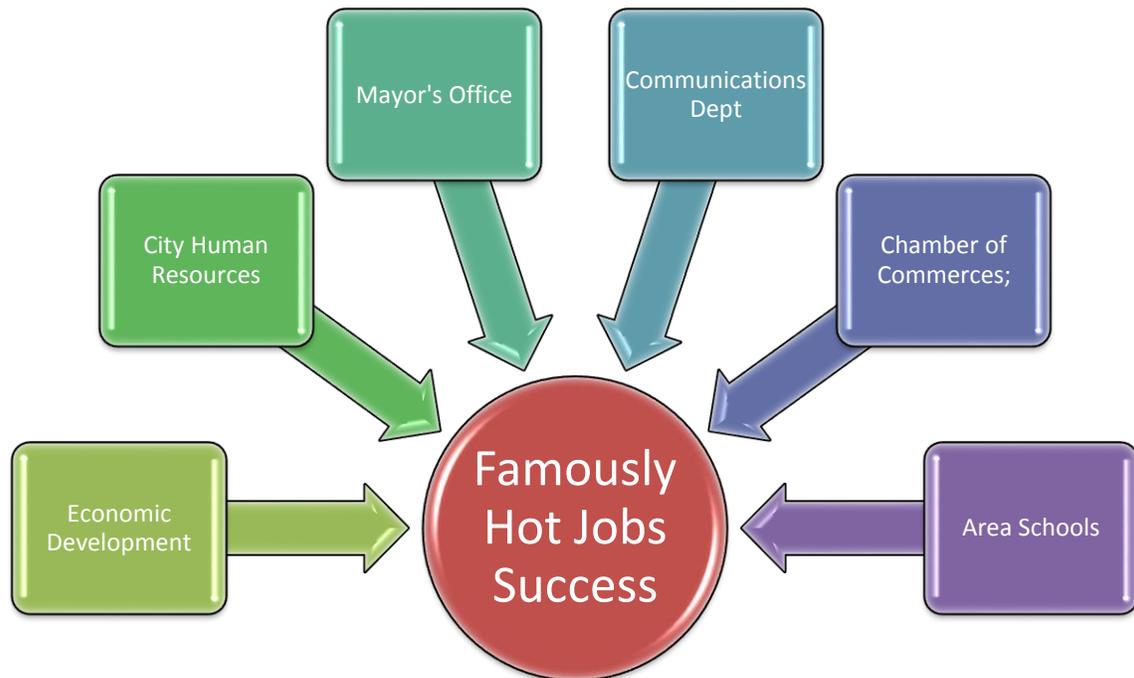
- The higher response rate from the participating employers. More companies responded to my application than on other job search platforms that I have used.
- The local nature of the site meant that small and medium businesses were listed versus the large employers that post their jobs on every board. These smaller companies know what they are looking for and were very responsive to my application

June 2013 and March 2014 Famously Hot Jobs Survey Results



Survey results conducted June 2013 and March 2014.

Finalizing the Growth Plan for the Next 12 months



Although we bring our resource (both people and investment) to the table, we need some help from various stakeholders to make the Famously Hot Jobs platform what it could be. We request a liaison in each of the areas outlined with one person designated as the point of contact to work with going forward. We strongly believe that we can triple the size and benefit of the platform in the next 12 months with the right focus. The following pages outline our growth projections coupled with some suggested activities to achieve the projected numbers.

Growth Scenario: Projected Performance of Famously Hot Jobs Platform

Renewal 04-01-14	To Date 10-01-14	Proj . 120 Days 01-01-15	Proj. 180 Days 03-01-15	Proj. 250 Days 06-15-14	Proj. 300 Days 08-01-15	Proj. 330 Days 09-01-15	Proj. 365 Days 10-01-15
Job Seekers (uniques)	4,693 (9,000)	12,426 (35,000)	13,500 (42,000)	14,500 (49,000)	16,000 (57,000)	17,500 (66,000)	20,000 (100,000)
Jobs Matches	163,000	180,000	210,000	250,000	300,000	350,000	400,000
Registered Employers	150	350	380	410	440	470	500
All Jobs Platform	30,500	32,000	35,000	40,000	40,000	45,000	50,000
\$ Value to Employers	\$120,000	\$350,000	\$437,500	\$525,000	\$700,000	\$875,000	\$1.1MM

In the moderate growth case, we can achieve substantial success with a renewed effort that includes more aggressive integration of exiting databases, a push for local employers in the winter and a supporting marketing campaign to increase job seeker and employer awareness.

Date	10/01/2014	01/01/2015	03/01/2015	04/01/2015	06/15/2015	08/01/2015	09/01/2015	10/01/2015
Objectives/ Initiatives	ReLaunch Retail Push with Employers		Job Seeker Push		Job Seeker Push	State of the City	Employer Push	
Media		National Local Success Stories				Success Story	National Local Success Stories	
Marketing Activities	Colleges/ Postering/ Street Teams	Social Media Campaign	Billboards	OneCall Campaign	Social Media Campaign	Billboards		
Demonstrations/ Meetings				Jobs Fair Push	Client Update	Jobs Fair Push	Client Renewal Meeting	
Success Survey	YouTube Diary		Conduct Success Survey	YouTube Diary				

Framing the Return of on Your Investment (ROI) of the TweetMyJobs Investment

1. Cost of technology development and ongoing services
 - a. Technology costs of 67% of the contract
 - b. Service costs of 33% of contract
2. Value of posted jobs local businesses on the platform
 - a. Based on industry estimates, each local job posted for free by employers provides \$350 in direct value
3. Breadth of impact on the local people and businesses
 - a. Value of directly reaching businesses in various industries across the region
 - b. Value in directly connecting to local job seekers
4. Tax benefit of the estimated number of new hires
 - a. The hiring of local job seekers positively impacts local taxes
5. Value and benefit of the analysis of the data provided in real time to the government
 - a. Cost of developing and maintaining job data has an indirect value
 - b. The value of data in influencing policy decisions is intangible but significant

	Growth Scenario
Number of users	100,000
Number of local jobs posted	3,000
Number of projected people hired	7,000
Direct Benefit of Platform	\$1.1MM
Return on Investment (Investment of \$1MM)	11.0X +

Components to be Updated as part of Ongoing Media Strategy

A. Press Release

- TweetMyJobs will distribute hard copies of the Press Release to all media attending the launch of the platform, as well as electronic distribution to Regional Print (County editors, career, employment, HR, political and technology editors); Regional Magazines; Regional Radio; Regional Broadcast (television); HR radio and internet bloggers; Social Media / Technology Publications (e.g. Mashable, TechCrunch, etc.); National Media including CNN, FOX, MSNBC, GMA, Today Show, USA Today, WSJ and Political blogs, magazines and news sites.

B. Talking Points

- TweetMyJobs will provide parallel talking points for media interviews that specifically relate to the platform launch for the Governor's Office, Legislative Representatives and any designated departments.

C. On-site Strategy

- TweetMyJobs will arrange and coordinate interviews with key media for TweetMyJobs Executives and the County Executive in coordination with the Governor's Office Communications Department, including booking morning interviews for television and radio shows as well as evening news.

D. Social Media

- Regular activity throughout the year, with specific campaigns surrounding upcoming jobs-related events and programs organized through the Governor's Office, Legislature, Chamber of Commerce, Small Business Associations, and other local supporters. This strategy will include postings to Twitter, Facebook and LinkedIn to support both job seekers and employer interests.

E. Ongoing PR/Media Initiatives

- TweetMyJobs and local public relations partners will continue pitching for news features and items with local and regional media outlets regarding the initial announcement.
- TweetMyJobs and local public relations partners will service updated newsworthy statistics to key regional and national media for additional news items as appropriate (could be in the form of a press release or pitch letter depending on what the numbers are).
- Newsworthy statistics can be repurposed into talking points for Governor's upcoming speeches about the job climate in Columbia and how the data is being used to help drive economic development initiatives. Continued mentions of the platform will continue driving traffic to the site.
- TweetMyJobs and local public relations partners will service testimonials of success (both businesses making key hires and job seekers landing dream jobs) to key regional and national media for additional news items and will repurpose these testimonials into blog posts for the Famously Hot Jobs Platform as well as into short Facebook posts and Tweets linking back to the blog content to help drive traffic back to the platform

Matrix of Marketing Components

Please note that these are suggestions for consideration as part of the overall marketing plan. Those highlighted are “must have” components of the plan. Non-highlighted components are optional.

Communications from Mayor	Government Website	Social Networks (Facebook & Twitter)	Public Advertising	Local Press & Events
Letter to local businesses encouraging participation in Jobs Platform	Add links/buttons to the Jobs Platform from city website	Define the URLs, names and hash tags to be used in communications related to Jobs Platform	Access to city’s public TV channel and create an add to promote the Jobs Platform	Introduction to neighborhood and community media for story placement promoting Jobs Platform
Radio (audio) message from the Mayor to the general public about Jobs Platform	Add links/buttons to Jobs Platform from mayor’s campaign website	Determine any social network pages and/or accounts that need to be developed to support the Jobs Platform	Access to city’s inventory to transit ad space including buses, trains, subway and bus stops to promote Jobs Platform	Introduction to neighborhood improvement districts for story placement promoting Jobs Platform in their newsletters
Create a message plan for the Jobs Platform for first four months	Provide URL of any and all city website pages with jobs listings to be included on the Jobs Platform	Identify city related institutions and celebrity supporters willing to promote platform through their social networks	Access to city’s billboard inventory or local billboard company to promote Jobs Platform	Incorporate Jobs Platform into the announcement of any large economic development projects or hiring announcements
Create an email message from the Mayor to local business stakeholders: Chamber, SBA, etc.			Place posters, post cards for jobs platform service in job center, government buildings, locals schools & colleges	Coordinate launch of jobs platform with local colleges and universities school newspapers
Create a YouTube clip of Mayor describing and promoting the Jobs Platform				Coordinate launch of jobs platform with local religious institutions and community centers
Incorporate Jobs Platform in any City newsletter (online or physical) that is distributed to the public				

