ENTERPRISE RECRUITING

wisc.jobs

Enterprise Recruiting can help:

- Social media promotion of Wisc.Jobs job announcements
- Email promotion of veterans non-competitive appointment (VNCA)
- Google Analytics for traffic sources and volume
- Advertising tips, info, and performance (hard-to-fill positions)
- Google Analytics monthly dashboard (one per agency)
- Digital marketing campaign
- Job Fair materials - Wisc.Jobs flyer, QR codes, etc.
- Training, outreach, and other requests

Request recruiting services at http://bit.ly/35CCE9q (Microsoft Form)

Social media promotion – reach more applicants through Facebook, LinkedIn, and Twitter (over 115k followers)

Email promotion of VNCA – reach our curated list of qualified veterans

Google Analytics for Wisc.Jobs - reports on job announcement traffic
- How are applicants getting to your announcements?
- How effective are your sources - paid advertisements and outreach efforts?
- See a couple sample reports on the back of this page.

Advertising tips, information, and performance – consultation on hard-to-fill positions; to strategize and plan

Paid Advertising/Campaign
- Link applicants directly to Wisc.Jobs
- Google AdWords, Facebook Boost, LinkedIn Ads etc.

- Can be least expensive ad option
  - Pay per click or impressions
  - Set daily budget and per-click max
  - Usually spend $0.50-$2.50 per click
  - Cost of ad is determined by click or impression volume

Create Shortened URL (Web Address) - URL Shorteners can help track advertising efforts. URL shortener services, such as bitly.com, offer free shortening of web links and also track how many clicks on the link or how many times the link was entered into the address bar. Posting a flyer or newspaper ad? Shortened URLs can direct applicants straight to the job announcement or web page, without saying, "Go to Wisc.Jobs and search for Job Code XXXXX." As a bonus, you can track the success of each media separately using real-time click tracking.

**Edited 4/28/2022 – more services to come.**

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Agency Info	Department of Workforce Development
Position	Job ID 4927 – Equal Rights Officer (Hybrid Remote – 3 Openings!)
Start – End Date	February 18 – February 28, 2022

TAM (4927)*
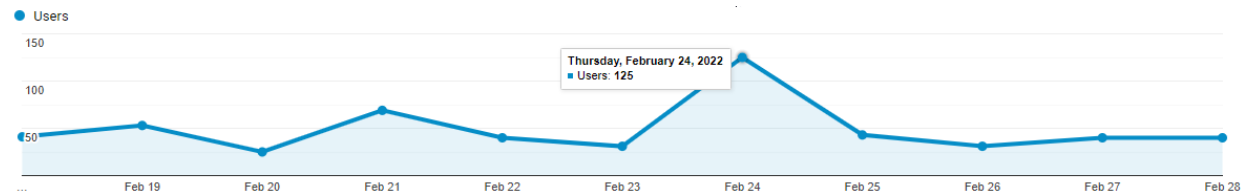
Source	Sessions	Users	New Users
Wisc.Jobs	367	297	61
Direct	221	191	159
Facebook	3	3	2
LinkedIn	3	2	0
Indeed	2	2	1
DHSworkweb.wisconsin.gov	1	1	0
DWD.wisconsin.gov	1	1	0
Grand Total	**598**	**497**	**223**

Summary:

Wisc.Jobs accounted for 61.4% of total sessions and 37.0% from *Direct.* Traffic labeled as *Direct* includes users navigating directly to TAM, including bookmarks or job seekers blocking cookies.

Wisc.Jobs (4927)*
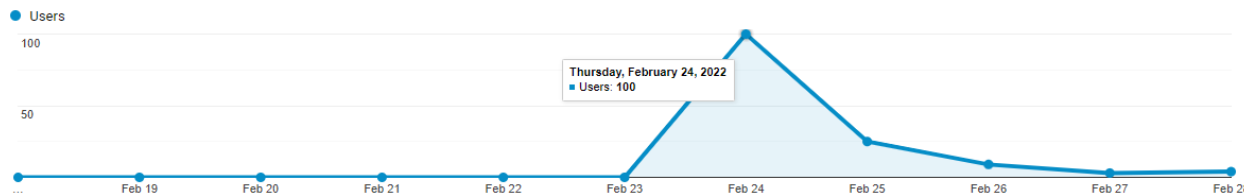
Source	Sessions	Users	New Users
DPM social	131	124	77
VNCA email	17	13	8
Grand Total	**148**	**137**	**85**

Summary:

DPM social media promotion accounted for 88.51% of total sessions and 11.49% from DPM Social. DPM social media was promoted on February 24.

*Google Analytics is not optimized to capture all traffic for a specific job announcement on Wisc.Jobs or TAM. Applicants that click from Wisc.Jobs are not all captured in the Wisc.Jobs portion due to how they performed their search on Wisc.Jobs.

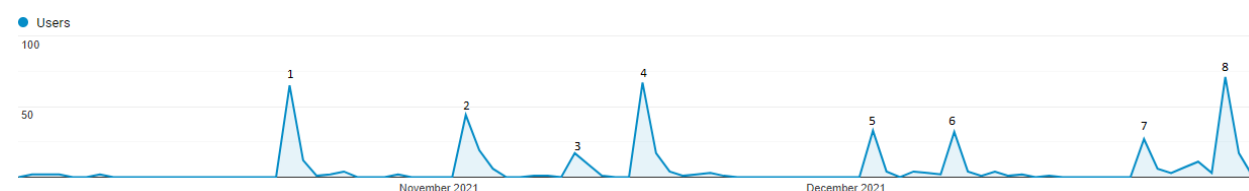Direct questions about this report to Eva Lee – eva2.lee@wi.gov

Enterprise Recruiting – Google Analytics

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Agency Info	Department of Agriculture, Trade & Consumer Protection
Position	DATCP.aspx (Wisc.Jobs agency page)
Start – End Date	October 1 – December 31, 2021

Source	Sessions	Users	New Users
DATCP.wi.gov	677	455	334
Lnks.gd (GovDelivery)	543	383	297
Google	213	80	31
Direct	158	81	63
DPMsocial	38	37	29
DNR.wisconsin.gov	32	7	0
Facebook	13	11	9
Intranet.dnr.state.wi.us	7	4	0
Bing	3	3	1
MyDOC.corrections.wi	3	1	0
Blackrivercountry.net	1	1	0
DCFweb	1	1	0
Revenue.wi.gov	1	1	0
Searchguide.tds.net	1	1	1
Wj.wi.gov	1	1	0
Yahoo	1	1	0
Grand Total	**1,693**	**1,068**	**765**

Summary:

DATCP.wi.gov accounted for 40.0% of total sessions, 32.1% from GovDelivery, 12.6% from Google, and 9.3% from *Direct.* Traffic labeled as *Direct* includes users navigating directly to TAM, including bookmarks or job seekers blocking cookies.

GovDelivery User Traffic

1. October 21, 2021 - 65 users
2. November 3, 2021 – 44 users
3. November 11, 2021 – 17 users
4. November 16, 2021 – 67 users
5. December 3, 2021 – 33 users
6. December 9, 2021 – 32 users
7. December 23, 2021 – 27 users
8. December 29, 2021 – 71 users

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