

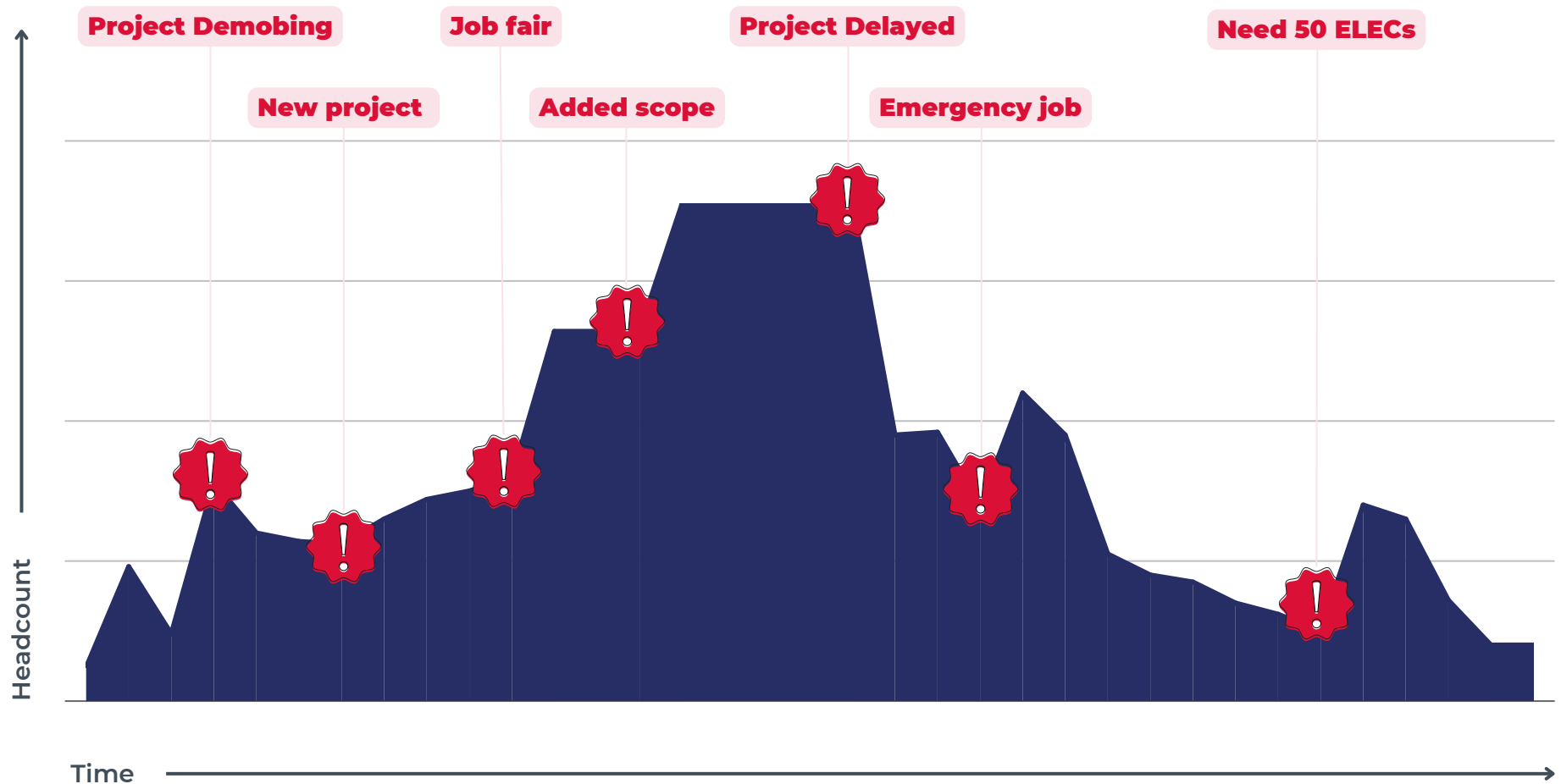
# MAKING SENSE OF YOUR RECRUITING OPTIONS

**ROADDOG JOBS**

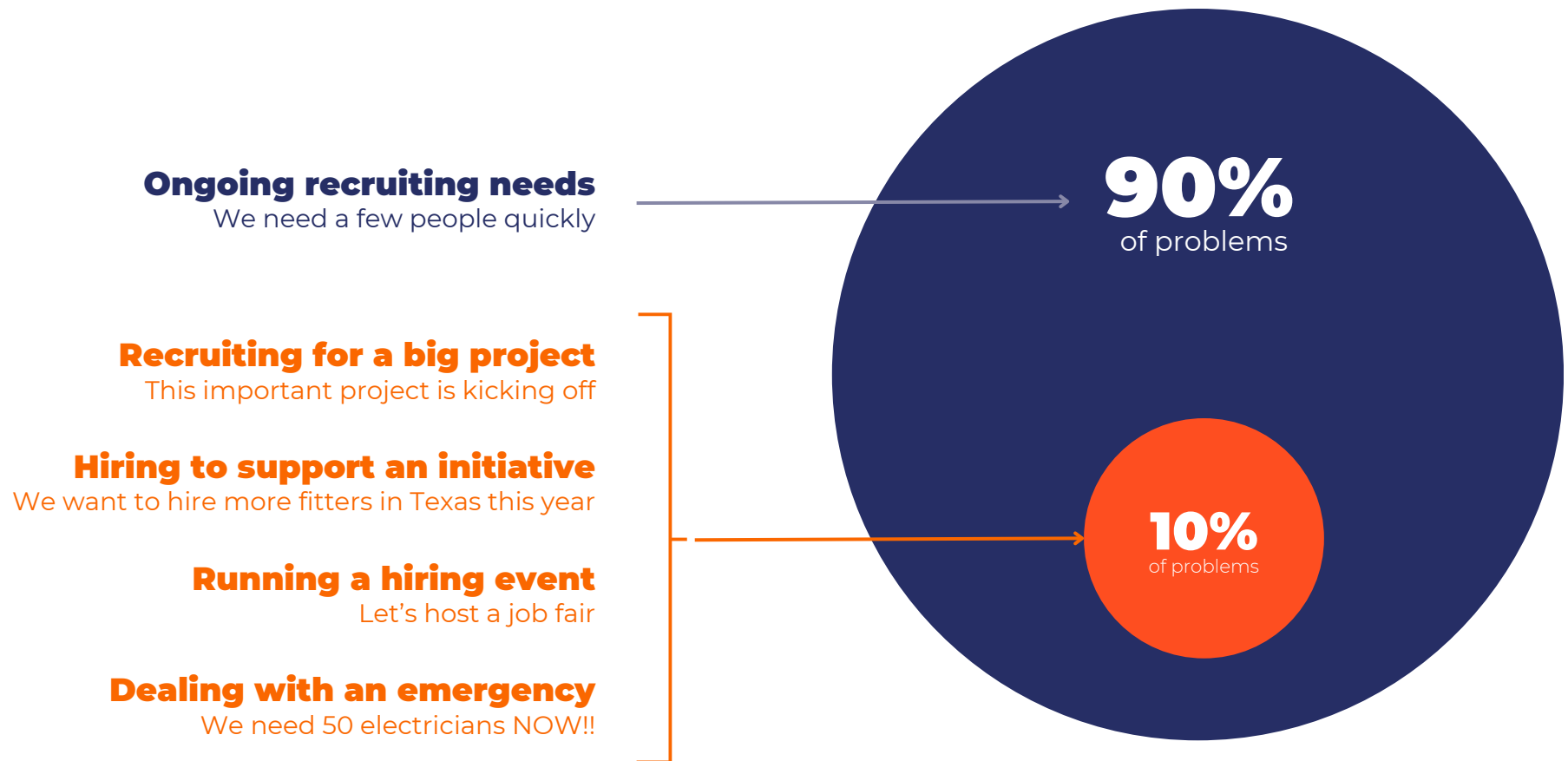
**ROADDOG**  
**marketing**



# ***HIRING CYCLES ARE WHAT MAKE RECRUITING FOR INDUSTRIAL CONSTRUCTION UNIQUE***



# ***WE SEE FROM CUSTOMERS THAT THERE ARE FIVE MAIN TYPES OF PROBLEMS***



# ***BUT 90% OF THE HEADACHES ARE FROM 10% OF THE PROBLEMS***

## **Ongoing recruiting needs**

We need a few people quickly

## **Recruiting for a big project**

This important project is kicking off

## **Hiring to support an initiative**

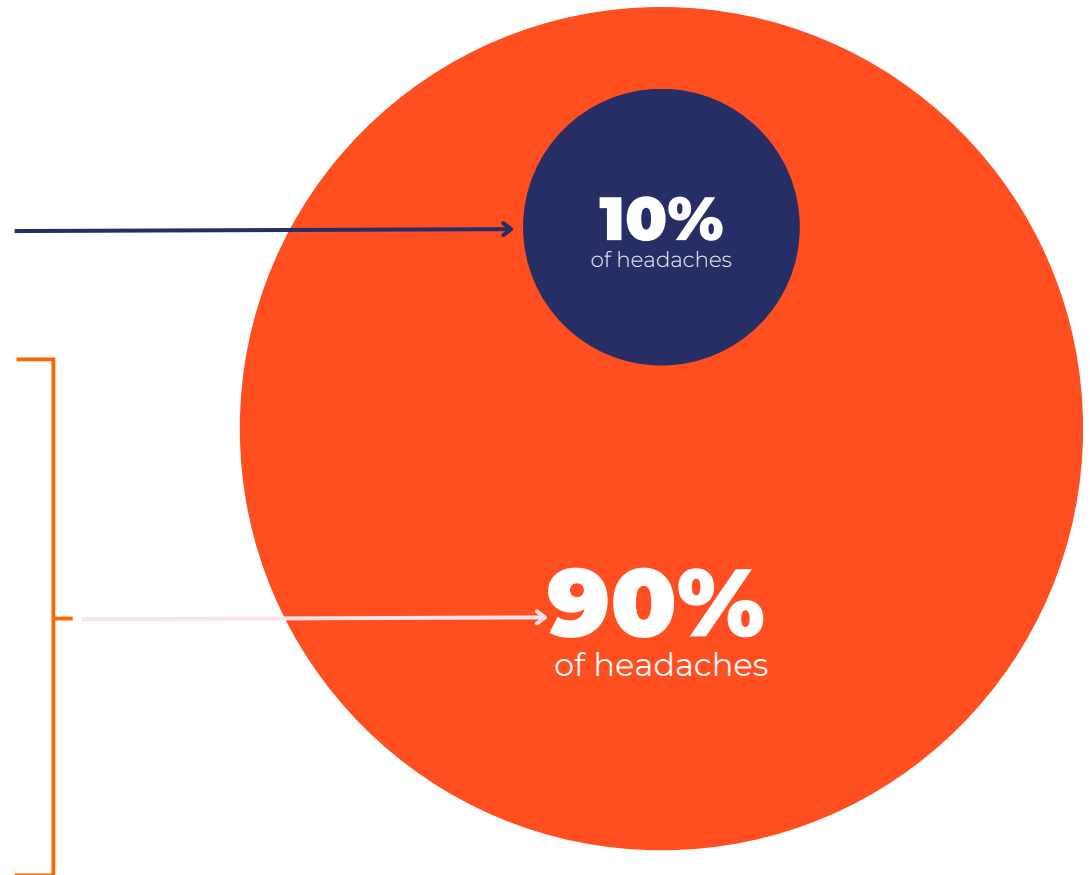
We want to hire more fitters in Texas this year

## **Running a hiring event**

Let's host a job fair

## **Dealing with an emergency**

We need 50 electricians NOW!!



# ***MOST COMPANIES FOLLOW THE SAME PATH TO TRY AND SOLVE THESE PROBLEMS***

## ***This is an EFFORT problem***

Ramp up our social media postings! Dig into our database!

## ***This is a PLATFORM problem***

We need a campaign on Indeed or Zip Recruiter!

## ***This is a MARKETING problem***

Lets get our marketing team on this!

**The last step is frustration!**

# SO WE BUILT TWO COMPANIES TO ADDRESS THE SPECIFIC PROBLEMS YOU'RE FACING

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*RDJ + marketing campaigns*

**ROADDOG**  
**marketing**

Ads marketing campaigns  
to the job board

- ✓ Marketing campaigns
- ✓ Design services
- ✓ Email, social, Google & FB ads
- ✓ Proprietary audience

*Starting at \$2,500 / mo.*

*Job board / email / social*

## ROADDOG•JOBS

The top job board for per diem construction jobs

- ✓ Top online job board growing 2x per year
- ✓ 1.2M monthly emails job seekers
- ✓ 275k+ followers on social channels
- ✓ Trusted by some of the best contractors

*Starting at \$800 / mo.*

# WHAT ARE THE NEXT STEPS?



**I want to learn more about one or both businesses**

*Let's dive right in...*



**I'd like more of my team to hear about this**

*Great, we'll schedule a call to review these options with whomever else you want to hear about it.*



**I don't have a current need, but maybe soon**

*No problem! We'll send you information and stay in touch*

**ROADDOG** JOBS

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**marketing**

# THANK YOU!

[hello@roaddogjobs.com](mailto:hello@roaddogjobs.com)

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