

USE A JOB BOARD TO REVOLUTIONIZE YOUR EDO'S BRANDING AND MARKETING STRATEGY

Presented by: Michael Kling, Cofounder of TrueJob

Hosted by: Ted Dacko, CEO Arbor Dakota

Special Guest: Jenn Cornell, VP Marketing Ann Arbor SPARK



HOUSEKEEPING

- All participants are **in listen-only** mode
- Please ask **questions by typing them in.** We will try to answer all questions at the end or get back to you individually
- Slides will be sent to participants and a recorded version of the webinar will be available within 2 days
- If you are interested in anything you hear today, we would be happy to **follow up** with you.



HAVING TROUBLE?

- Try moving your mouse to the top or bottom of the screen to access the Zoom menu
- Check your volume and headphone connection if you are having problems with the audio



AGENDA

- Introduction of Speaker
- Why a Job Board
- Special Guest: Jenn Cornell
- Benefits
- Q&A
- Next Steps



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SPEAKER INTRODUCTION

MIKE KLING

- Cofounder of **TrueJob**
- Trained at MIT
- Responsible for product development and customer support
- Committed to & passionate about helping EDO's succeed



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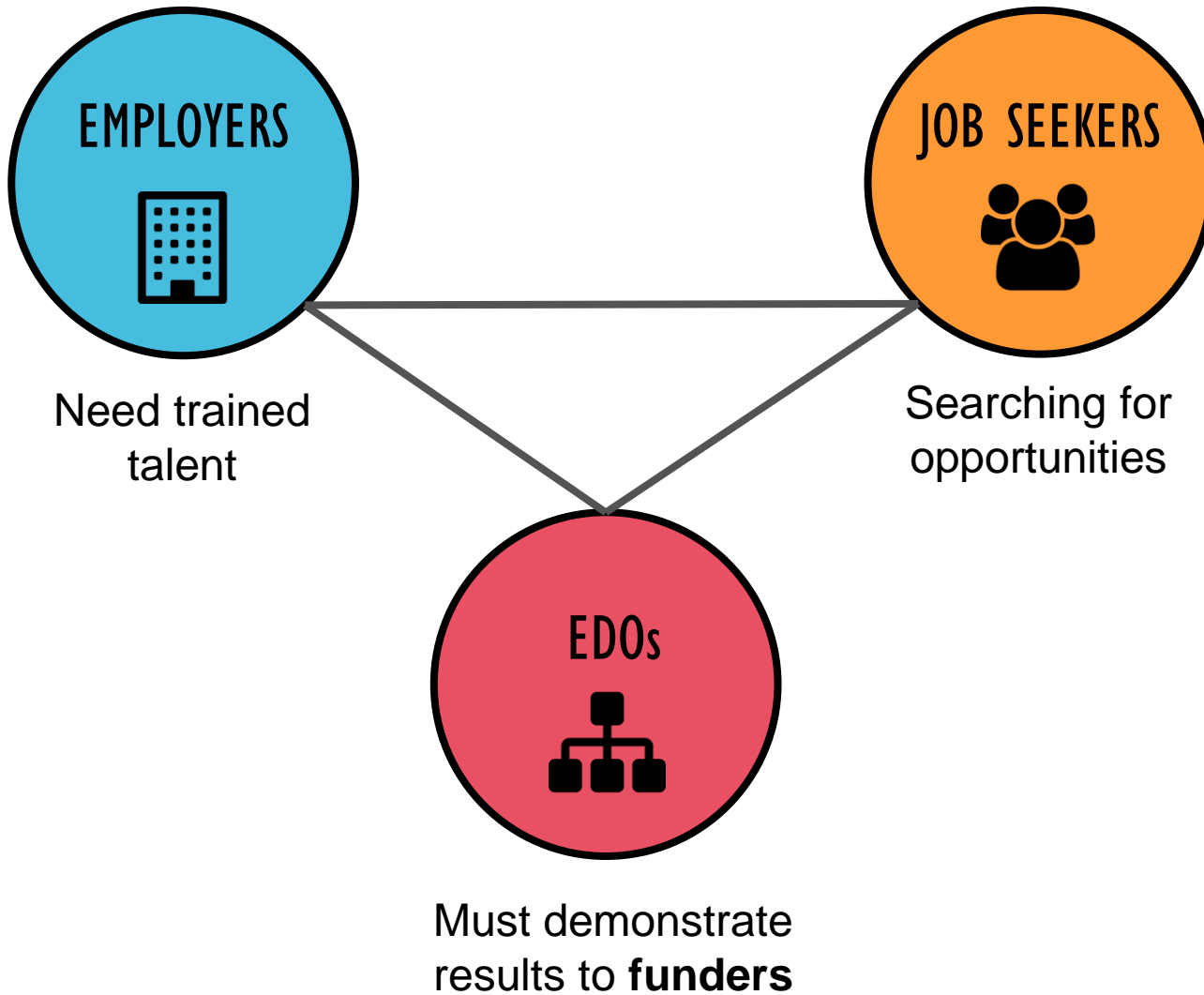
WHY A JOB BOARD?

EDO marketing teams want:

- Improved brand perception
- To attract new & serve existing business
- Increased web traffic
- Ultimately, increased public & private funding



PROBLEM



WHAT'S WRONG WITH INDEED?

- Losing engagement with visitors
- No branding or credit for the organization
- No ability to curate or highlight certain types of jobs
- No tracking (reporting & analytics) to see success



ABOUT TRUEJOB

Founded in 2015

A solution for EDOs to market their organization
using **job opportunities**

Cloud-based job board
that integrates with your existing website
and tracks key marketing metrics

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SPECIAL GUEST: JENN CORNELL



VP Marketing & Communications
[Ann Arbor SPARK](#)

ANN ARBOR SPARK JOB BOARD


The screenshot displays the Ann Arbor SPARK Job Portal. At the top, the SPARK@ann.arbor.usa logo is on the left, and a navigation bar contains five links: START HERE (Entrepreneurial Support), GROW HERE (Expand & Relocate), WORK HERE (Talent Services), LIVE HERE (About Ann Arbor), and SUCCEED HERE (Impact & Results). The main content area is titled 'Ann Arbor SPARK Job Portal' with a breadcrumb trail: HOME → WORK HERE-TALENT SERVICES → JOB SEEKER RESOURCES. Below this, a blue banner encourages employers to sign up. A search bar is present with a search icon and a settings gear. Two tabs, 'Relevance' and 'Date', are visible, with 'Date' selected. A counter shows '147 jobs'. The job listings are as follows:

Job Title	Company	Location	Last Updated	Apply Link
Purchasing Clerk Senior/Intermediate	University of Michigan	Ann Arbor, MI	Last updated 39 minutes ago	
Associate Director of Development, Major Gifts	The University of Michigan	Ann Arbor, MI	Last updated about 1 hour ago	
Associate Scientist, Pharmacology Operations	MI Bioresearch	Ann Arbor, MI	Last updated about 3 hours ago	Apply on TrueJob
Marketing Project Coordinator	Pinkerton	Ann Arbor, MI	Last updated about 4 hours ago	
Software Engineer (Contract)	Sniffer Robotics, LLC	Ann Arbor, MI	Last updated about 6 hours ago	Apply on TrueJob

The left sidebar contains a 'WORK HERE' section with links to 'JOB SEEKER RESOURCES' (including 'VIEW JOB POSTINGS', 'CREATE PROFILE AND SUBMIT YOUR RESUME', 'PURE MICHIGAN TALENT CONNECT', and 'RESUME BUILDING RESOURCES') and 'EMPLOYER RESOURCES' (including 'TALENT BLOG').

Ann Arbor SPARK
February 5 · 🌐

Know any software developers looking for a new gig? Zoller Inc. Inc., who just moved into a new, awesome facility, is hiring in Ann Arbor!
Details here: <http://bit.ly/2EhDoah>



Like Comment Share

2

Write a comment...

Ann Arbor SPARK @AnnArborSPARK · Mar 1

Job hunting? Check out these 145+ available jobs in the #AnnArbor region:
bit.ly/jbPortal



1 1

Ann Arbor SPARK @AnnArborSPARK · Mar 3

When it comes to local #events and #jobs in the #AnnArbor region, we've got you covered! Sign up for one of our monthly newsletters here: bit.ly/TLNTnws



1 1

145+ available jobs in the Ann Arbor region

Inbox x



Ann Arbor SPARK <info@annarborusa.org> [Unsubscribe](#)
to me ▾

Feb 20 ☆



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SPARK@nn arbor usa

Job Seeker Tips & Tricks



JOBS



EVENTS



PODCASTS



TIPS



RESOURCES

FEBRUARY 20, 2018

FEATURED JOBS

Project Manager

ICON Interactive

[VIEW](#)

Test Engineer

SkySpecs

[VIEW](#)

Content Manager

Metric Marketing

[VIEW](#)

Technical Project Manager

eyeSight Technologies

[VIEW](#)

System Analyst III

Washtenaw Community

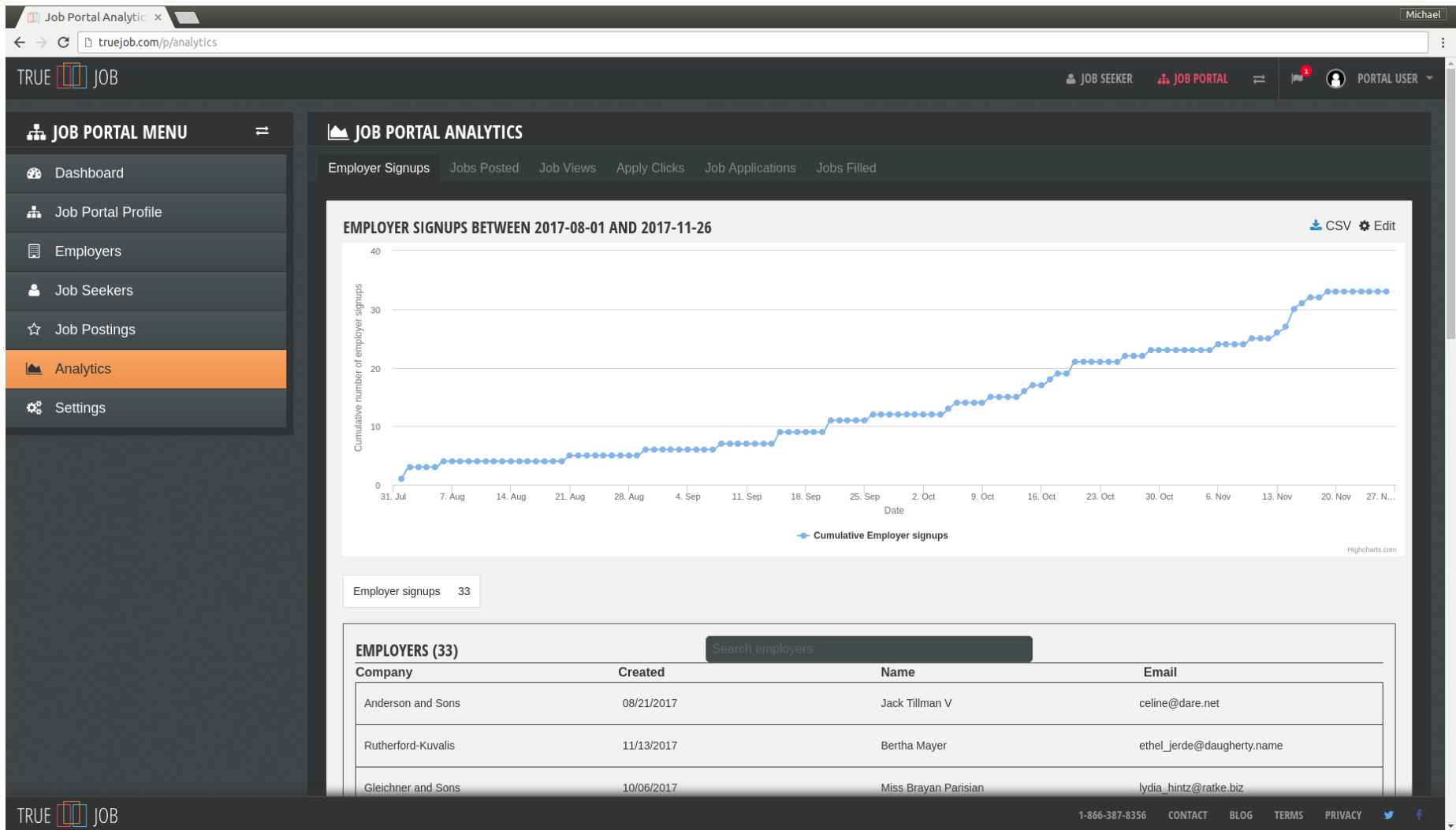
College

[VIEW](#)

Shipping Coordinator

Total Security Solutions

[VIEW](#)



Job Seekers | TrueJOB

truejob.com/p/jobseekers

TRUEJOB

JOB SEEKER

JOB PORTAL

PORTAL USER

JOB PORTAL MENU

Dashboard

Job Portal Profile

Employers

Job Seekers

Job Postings

Analytics

Settings

JOB SEEKER CONTACTS (88)

Search job seeker contacts

Download

Name	Email	Created
Dr. Janie Stehr	noe@hayescollier.io	11/16/2017
Dr. Edna Cruickshank	ali.schowalter@goldnerstrosin.info	11/14/2017
Anna Kiehn Sr.	adriel@larsen.info	11/10/2017
Kaley Graham	ellis@hansen.org	11/09/2017
Lelah White	elijah@ferry.co	10/30/2017
Miss Hulda Casper	elliott@barrows.co	10/29/2017
Rick Beahan	bernadine@tillman.info	10/21/2017
Keely Cremin	fletcher@mueller.co	10/21/2017
Izabella Rolfson IV	rogers_zboncak@collinsullrich.biz	10/21/2017
Mrs. Aletha Stoltenberg	garland@schmidt.info	10/15/2017
Daisy Runte	ava@yost.info	10/14/2017
Amalia Kerluke	brionna.rutherford@rice.biz	10/13/2017
Gilda Gorczany	adam@stracke.org	10/09/2017
Camille Harvey	macey.mraz@kaulke.org	10/06/2017
Dr. Felicity Reilly	dudley_heel@hamill.co	10/01/2017

Export

TRUEJOB

1-866-387-8356

CONTACT

BLOG

TERMS

PRIVACY



Get Ready for Tech Trek 2018!

What is Tech Trek?

Ann Arbor Tech Trek is a free community event and a terrific opportunity to see the real gems located inside the doors of many area tech companies. It's also a chance to see what's unique about downtown Ann Arbor.

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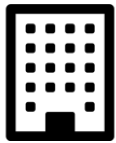
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SPARK METRICS



50% of website traffic



300+ local employers engaged



60% increase in job seeker engagement

“TrueJob has been an incredible asset to our website. It’s an impactful driver of website traffic; the job portal was viewed over 300,000 times in the last year, more than double the traffic from the previous year.” – Jenn Cornell, VP Marketing & Communications [Ann Arbor SPARK](#)

BENEFITS

- Increase web traffic (potentially *double*)
- Highlight key metrics (job openings/filled)
- Constantly generate fresh content for your constituents
- Give event visitors a clear call to action
- Grow your contact database
- Improved brand perception
- Attract new companies to your region
- Serve existing companies in your region
- Powerful reporting & analytics for key constituents stakeholders



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QUESTIONS



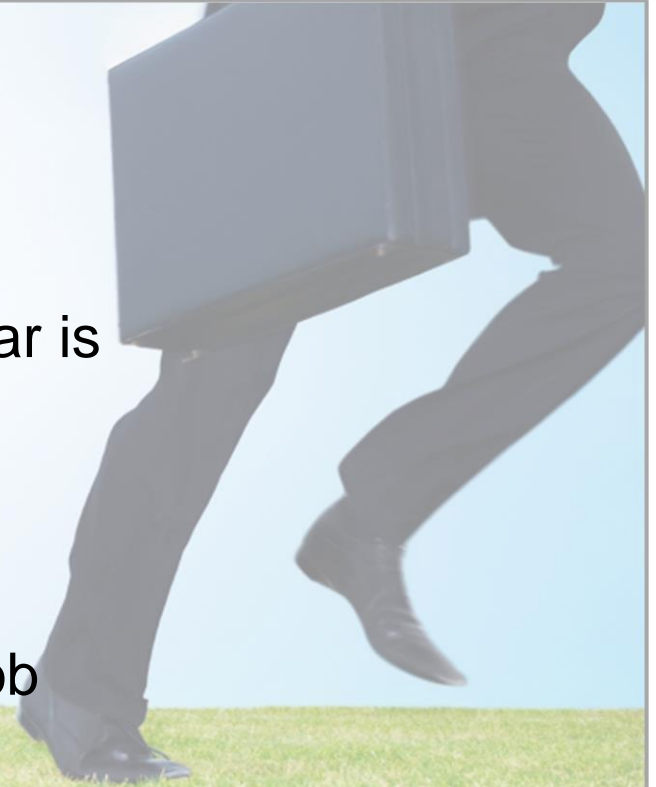
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NEXT STEPS

- Visit our website www.truejob.com
- White Paper on EDOs
- Read the Case Study on SPARK
- Recorded version of this & prior webinar is available
- Interview w/Phil Santer
- Download report book on metrics
- Free consultation on implementing a job site



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www.truejob.com
contact@truejob.com

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