

Jobg8 Campaigns allow you to market specific jobs by setting parameters and allocating a budget for those jobs, including prices paid per response.

Contents

Buying Applications Campaigns	Page 1
Buying Traffic Campaigns	Page 6
Help & Support	Page 9

Buying Applications Campaigns

First log in to the jobg8 dashboard at: <https://jobg8.com/SignIn.aspx>

After logging in select Buying Applications, then the campaigns tab and click the New Campaign Button.

The screen will look like the one below. Each of the mandatory fields have a * next to them.

Campaign Settings

Use the below settings to select the **JOBS POSTINGS** you wish to promote.
All figures are exclusive of tax

You do not have any criteria selected. Activating this campaign will result in ALL your jobs being published!

1	Active	<input type="checkbox"/>	
2	Name*	<input type="text"/>	
3	Sector	Select Sectors	No selection - publish all
4	Advertiser	Select Advertisers	No selection - publish all
5	Location	Select Locations	No selection - publish all
6	Application Form*	Country Neutral Application Form Preview Application Form	
7	Budget	<input checked="" type="checkbox"/> £ <input type="text"/> . <input type="text"/>	
8	Spend Type	Control Monthly Activity ?	

Applications

9	No. of Applications Per Job*	<input type="text" value="10"/> ?
10	Max. Cost Per Application*	£ <input type="text" value="1"/> . <input type="text" value="50"/> ?

ATS Click ?

11	No. of Clicks Per Job*	<input type="text" value="25"/> ?
12	Max. Cost Per Click*	£ <input type="text" value="0"/> . <input type="text" value="20"/> ?

[View Advanced Options](#)

1. Active – the box is unchecked meaning this campaign is not active, tick it to make the campaign active once saved.
2. Name – You may name the campaign anything you like.
3. Select Sector – Allows you to choose the sectors you wish to publish jobs in, but if you choose no sectors then jobs in all sectors will be available to this campaign. If you wish to publish the

adverts of all sectors simply leave this section unselected. On clicking the button this window will appear:

Select Sectors

Select All Select None

<input type="checkbox"/> Accounting	<input type="checkbox"/> Administration	<input type="checkbox"/> Advert / Media / Entertainment
<input type="checkbox"/> Banking & Financial Services	<input type="checkbox"/> Call Centre / Customer Service	<input type="checkbox"/> Community & Sport
<input type="checkbox"/> Construction	<input type="checkbox"/> Consulting & Corporate Strategy	<input type="checkbox"/> Education
<input type="checkbox"/> Engineering	<input type="checkbox"/> Executive Positions	<input type="checkbox"/> Government & Defence
<input type="checkbox"/> Healthcare & Medical	<input type="checkbox"/> Hospitality & Tourism	<input type="checkbox"/> HR / Recruitment
<input type="checkbox"/> I.T. & Communications	<input type="checkbox"/> Insurance & Superannuation	<input type="checkbox"/> Legal
<input type="checkbox"/> Manufacturing Operations	<input type="checkbox"/> Mining / Oil / Gas	<input type="checkbox"/> Primary Industry
<input type="checkbox"/> Real Estate & Property	<input type="checkbox"/> Retail & Consumer Products	<input type="checkbox"/> Sales & Marketing
<input type="checkbox"/> Science & Technology	<input type="checkbox"/> Self Employment	<input type="checkbox"/> Trades & Services
<input type="checkbox"/> Transport & Logistics		

OK

Simply tick the ones you want and then click OK to choose sectors.

4. Select Advertiser – This allows you to publish the specific jobs of a particular client, but if you wish to publish the adverts of all your clients simply leave this section unselected. On clicking the button this window will appear:

Add Advertisers

Search
Add All

- Wellington Cottage Care
- Welsh Oak Framing
- Welshpool High School
- Wem & Prees Medical Practice
- Wenlock Motors
- Wenlock Spring Water Co

Current Advertisers

Remove All

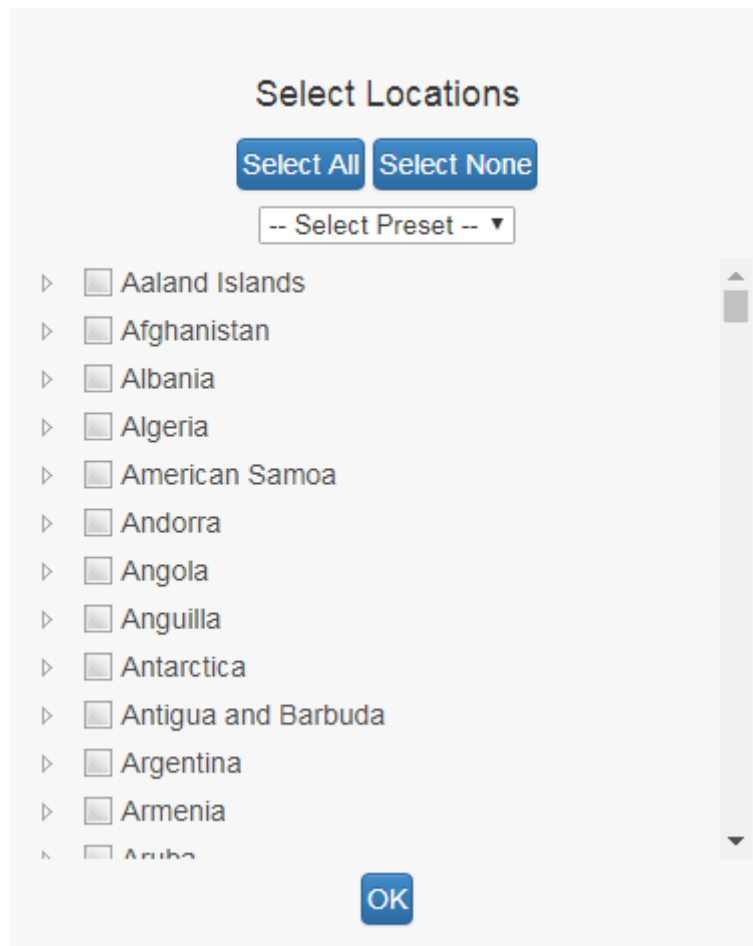
- Wellesley House Nursing Home
- WELL Associates Ltd

OK

In the search box type the first two or three letters of the advertiser name. Locate the advertiser in the list and select them, when the advertiser names move to the bottom box it has been selected. Once all desired advertiser names are in the bottom box click OK.

If the advertiser name does not appear in the list, the jobs for that advertiser have not uploaded in the feed. If you click OK without moving any advertiser's names in the bottom box this campaign will revert to All Advertisers and publish every advertiser's job in the feed.

5. Select Locations – this option allows you to publish jobs by geographic location, but if you wish to publish the adverts of all locations simply leave this section unselected. On clicking the button the following window will appear:



You may choose countries or regions/towns/cities from the menu, simply tick those desired and click OK. This does not determine the locations we will send your jobs to, it simply determines which of the jobs at those locations will appear in this campaign.

6. Application Form – For Email Application jobs via the settings tab you have the opportunity to build your own application forms. If you have chosen to build your own this is where you may select it.
7. Budget – Initially this will be unticked, ticking the box will enable the ability to type in a budget. Whilst your account will have an overall monthly budget, this allows you to set a specific budget for this campaign. If you leave the box unticked the campaign will spend up to your account overall budget.
8. Spend Type – All new campaigns begin with “Control Monthly Spend” meaning that no more than 1,000 jobs will be live. If the campaign contains more than 1,000 job adverts, after 24 hours our Customer Support team will switch this to “Maximise Activity” to put the further job adverts live.
9. No. of Applications Per Job – This is the number of email applications you wish us to send to your client for each job in the feed where you provide an email address for response. The number must be 1 or greater, the average is 10 across our network and this figure is your choice based on what number of responses you promise your clients.
10. Max. Cost Per Application – This is the amount you are willing to pay per application, your account manager will be able to provide advice of the recommended minimum price. We will always try to buy for you at the cheapest possible price, but this field will set a cost limit.
11. No. Clicks Per Job – If your client uses an Application Tracking Site (ATS) and provides a URL for their response then this is where you set the maximum number of clicks to that URL that are acceptable per job advert. The number must be 1 or greater, the average is 25 across our network and this figure is your choice based on what number of responses you promise your clients.
12. Max. Cost Per Click - This is the amount you are willing to pay per click, your account manager will be able to provide advice of the recommended minimum price and each click will be at this fixed cost.

Advanced Options

The advanced options allow the campaigns to be driven down to more granular parameters, when clicking the hyperlink “View Advanced Options” the following appears:


[Hide Advanced Options](#)

Advanced Options

Advertiser Type

Employment Type

Response Type

Position Keywords 

Selection of any of these parameters will only publish those job adverts meeting them in your feed. Position Keywords are separated by commas and used to publish by job titles.

All Jobs Campaigns

If you wish to have a single campaign which will populate with all job adverts in your feed or a campaign to populate with all other jobs that do not fit into to the other campaigns you have made create an “All Jobs” campaign.

Do this by completing fields 1, 2, 6 (if applicable), 7 (if applicable), 9, 10, 11 and 12.

Campaign Page Hierarchy

If you have created an All Jobs campaign you must consider the campaigns hierarchy on the main campaign page. All Jobs Campaigns must be at the bottom of the campaign structure, if they are not the campaigns below them will not populate with jobs. The jobg8 system searches your feed to place jobs in campaigns using the parameters in each campaign one after the other until it reaches an All Jobs campaign, at that point it places all remaining jobs in the All Jobs campaign.

[New Campaign](#)

Campaign	Active	Total Jobs	Budget	Live Jobs	Applications	Cost (Used)	Selection Criteria	
Campaign A	✓	0		0	0	£0.00 (n/a)		
All Jobs	✓	0		0	0	£0.00 (n/a)	All Jobs	
Campaign C	✓	0		0	0	£0.00 (n/a)		
Total		0		0	0	£0.00		

In the example above, our system will search the parameters of Campaign A and place all available jobs in the feed with those parameters into that campaign. It will then place all remaining job adverts into the All Jobs Campaign and disregard Campaign C.

Campaign	Active	Total Jobs	Budget	Live Jobs	Applications	Cost (Used)	Selection Criteria	
Campaign A	✓	0		0	0	£0.00 (n/a)		
Campaign C	✓	0		0	0	£0.00 (n/a)		
All Jobs	✓	0		0	0	£0.00 (n/a)	All Jobs	
Total		0		0	0	£0.00		

The correct way to structure the campaigns is above. Our system will search the parameters of Campaign A and place all available jobs in the feed with those parameters into that campaign. It will then move on to Campaigns C to do the same and then finally place all remaining job adverts into the All Jobs Campaign.

Move campaigns up or down the hierarchy by using the orange arrows on the right of the screen.

Buying Traffic Campaigns

First log in to the jobg8 dashboard at: <https://jobg8.com/SignIn.aspx>

After log in select Buying Traffic, then the campaigns tab and click the New Campaign Button.

The screen will look like the one below and each of the mandatory fields have a * next to them.

Campaign Settings

Use the below settings to select the **JOBS POSTINGS** you wish to promote.
All figures are exclusive of tax

You do not have any criteria selected. Activating this campaign will result in ALL your jobs being published!

1 Active	<input type="checkbox"/>	
2 Name*	<input type="text"/>	
3 Clicks Per Job*	<input type="text" value="100"/>	?
4 Cost Per Click*	£ <input type="text"/> . <input type="text"/>	?
5 Budget	<input type="checkbox"/>	
6 Spend Type	Control Monthly Activity	?
7 Sector	Select Sectors	No selection - publish all
8 Advertiser	Select Advertisers	No selection - publish all
9 Location	Select Locations	No selection - publish all
10 Employment Type	<input type="text" value="-- Any --"/>	
11 Position Keywords	<input type="text"/>	?

1. Active – the box is unchecked meaning this campaign is not active, tick it to make the campaign active once saved.
2. Name – You may name the campaign anything you like
3. Clicks Per Job – This is the number of times per job advert you would like candidates to be able to click through to your job board. The minimum number is 50 clicks per job and the network average is 100, but you may choose any figure you would like above 50.
4. Cost Per Click - This is the amount you are willing to pay per click, your account manager will be able to provide advice of the market prices and each click will be at this fixed cost.
5. Budget – Initially this will be unticked, ticking the box will enable the ability to type in a budget. Whilst your account will have an overall monthly budget, this allows you to set a specific budget for this campaign. If you leave the box unticked the campaign will spend up to your account overall budget.

6. Spend Type – All new campaigns begin with “Control Monthly Spend” meaning that no more than 1,000 jobs will be live. If the campaign contains more than 1,000 job adverts, after 24 hours our Customer Support team will switch this to “Maximise Activity” to put the further job adverts live.
7. Select Sector – Allows you to choose sectors you wish to publish jobs in, but if you choose no sector then jobs in all sectors will be available to this campaign. If you wish to publish the adverts of all sectors simply leave this section unselected. On clicking the button this window will appear:

Select Sectors

Select All Select None

- Accounting
- Administration
- Advert / Media / Entertainment
- Banking & Financial Services
- Call Centre / CustomerService
- Community & Sport
- Construction
- Consulting & Corporate Strategy
- Education
- Engineering
- Executive Positions
- Government & Defence
- Healthcare & Medical
- Hospitality & Tourism
- HR / Recruitment
- I.T. & Communications
- Insurance & Superannuation
- Legal
- Manufacturing Operations
- Mining / Oil / Gas
- Primary Industry
- Real Estate & Property
- Retail & Consumer Products
- Sales & Marketing
- Science & Technology
- Self Employment
- Trades & Services
- Transport & Logistics

OK

Simply tick the ones you want and then click OK to choose sectors.

8. Select Advertiser – This allows you to publish the specific jobs of a particular client, but if you wish to publish the adverts of all your clients simply leave this section unselected. On clicking the button this window will appear:

Add Advertisers

we Search Add All

- Wellington Cottage Care
- Welsh Oak Framing
- Welshpool High School
- Wem & Prees Medical Practice
- Wenlock Motors
- Wenlock Spring Water Co

Current Advertisers

Remove All

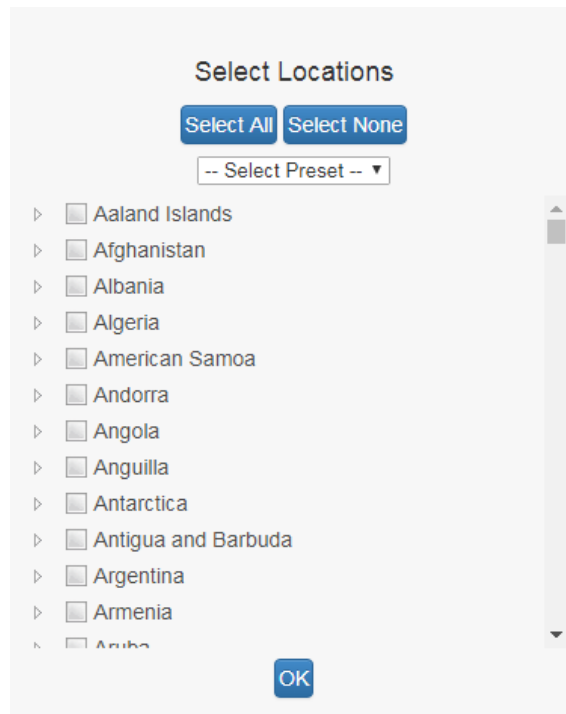
- Wellesley House Nursing Home
- WELL Associates Ltd

OK

In the search box type the first two or three letters of the advertiser name. Locate the advertiser in the list and select them, when the advertiser names moves to the bottom box it has been selected. Once all desired advertiser names are in the bottom box click OK.

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9. Select Locations – this option allows you to publish jobs by geographic location, but if you wish to publish the adverts of all locations simply leave this section unselected. On clicking the button the following window will appear:



You may choose countries or regions/towns/cities from the menu, simply tick those desired and click OK. This does not determine the locations we will send your jobs to, it simply determines which of the jobs at those locations will appear in this campaign.

10. Employment Type – This allows you to filter the job adverts by the type of Employment e.g. Contract or Permanent.
11. Position Keywords - This allows you to filter the job adverts by their titles using keywords separated by commas.

[All Jobs Campaigns](#)

If you wish to have a single campaign which will populate with all job adverts in your feed or a campaign to populate with all other jobs that do not fit into to the other campaigns you have made create an “All Jobs” campaign.

Do this by completing fields 1, 2, 3, 4 and 5 (if applicable).

Campaign Page Hierarchy

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Campaign C	✓	0		0	0	£0.00 (n/a)		
Total		0		0	0	£0.00		

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Campaign C	✓	0		0	0	£0.00 (n/a)		
All Jobs	✓	0		0	0	£0.00 (n/a)	All Jobs	
Total		0		0	0	£0.00		

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Help & Support

Help and support can be obtained by contacting your Account Manager if you have one or our Customer Support team.

Europe/United Kingdom	Tel: +44 (0) 1206 833100	customer.support@jobg8.com
USA/Canada	Tel: +1 207 210 6900	customer.support@jobg8.com
Australia	Tel: +61 (2) 9698 3453	au.customer.support@jobg8.com