



Welcome to DFN!

DFN JobAd Campaign Management Tutorial

The DFN JobAd Campaign method of advertising is similar to Monster.com, CareerBuilder & Yahoo's HotJobs. There are some unique differences we need to point out that we offer that no other site, not even other trucking job specific sites, offer. Those differences are what makes DriverFinder Net (DFN) a leader in online recruiting for jobs in the trucking and diesel mechanic industry.

- JobAd generates DirectApps; not national, one size fits all, in most cases, useless applications. By definition, a DirectApp is submitted by job seekers **direct** to the companies **they select**, once the job seekers have reviewed what employers listed with our service offer and require. A DirectApp in most cases is worth 10 national database apps because the applicant desires to apply to a specific company. Companies who use DFN will not receive 100's of applicants per day. DirectApps are so job seeker specific that most nationwide companies will receive 1 to 20 apps per day, depending on their pay, hiring locations, job position (there are 60% less diesel mechanics than truck drivers), and willingness to hire those who want to relocate. If you want 100's of useless applicants per month in order to 'feel' you are getting your money's worth, DFN **is not** the service for your company.
- DFN is **specific** to the trucking industry for truck drivers and diesel mechanics. The sites listed above are multi-industry job referral sites which gives DFN a proven edge over the so-called 'top job referral sites' online. Multi-industry sites have proven to be no competition for industry specific sites like DFN that target trucking jobs only.
- JobAd can posts 20 - 100 job ad slot locations depending on which level of service you need. The reason for giving our employer members so many ad pages is quite simple. The more ad pages you have online, the greater the Adviev traffic you receive and the larger the # of apps your JobAd Campaign will generate.
- Your JobAd Campaign Search Page will be published as part of our multi-company job search page (link below) which is duplicated across [28](#) DriverFinder Network job search sites:
<http://www.driverfinder.net/truckingjobclassifieds.htm>.
- Job Seekers, truck drivers and diesel mechanics, enjoy the user-friendliness of 7 search options to aid them in finding the company or companies they want to work for and can apply to on the same page as the ad or ads they will review with just 2 clicks. Job seekers also enjoy the time saving convenience of filling out only 1 standard pre-application, also attach their resume if they have one, and when they click to submit the pre-app form for the first company of their choice, they may also choose additional companies hiring in their state with the same or similar job opening on the confirmation page. They don't need to fill out another app.
- [Click Here](#) to view an active JobAd Campaign. This will aid you in posting your ad content.

Now that we've established the advantages of DFN's JobAd Campaign, below we will walk you through the user-friendly features for employers to manage their JobAd Campaign.

Step 1:

You are given a login page, private login username and password when you sign on for our service. This page will take you direct to your JobAd Campaign management control panel. Click the JobAd Campaign login button once you have entered your login codes correctly. Make certain your caps key is not on and that you have javascript turned on for your browser.

Step 2:

Once you are on the homepage of your JobAd control panel you will see the following icon button links: **(the icon links are non-working for this tutorial page)**

**Company Info** (Profile)

1. We will set up this information initially but you can edit this info anytime after setup.
2. Do not enter more than 1,000 characters.
3. Also unless you know HTML coding, you will not be able to edit font size. For font edits [Contact Tech Support](#).
4. The familiar Wiki controls allow you to edit the text, paste it in from a Word doc, notepad or web page or enter text, very much the way you type and/or use your email controls.
5. Updating the Company Info updates **all** pages in your Campaign with one click.

My Locations

1. My Locations (Job Hiring Locations) are the 'job slots' that create separate JobAd pages for each city / town within the hiring radius of your primary job location(s). Our JobAd tech will set up your hiring locations initially and once we have your approval you may edit the locations, company profile and ad content at anytime during any active service term.
2. In this section you will also enter the recruiter's name for each location and if there are more than one for a location, please enter Staff Recruiter.
3. We will assign you an email address (companyname@driverfinder.net) that will forward all DirectApps to the inbox(es) you designate. This is necessary in the event the recruiting email address you use ever changes or you need more than one recipient to receive the DirectApps which are emailed in real time.

The **New JobAd** link will open the form **we** initially fill out for your ad content for each job slot. You will be emailed an Employer's JobAd Form that coordinates with the published job ads, fill it out and click submit. We receive the information immediately and begin that day to enter your job ad slots which will be emailed to you for approval or editing and then approval. How quickly your JobAd Campaign gets published depends largely upon you or your staff member's availability for consultation during the set up process.

1. Once published, you have unlimited edits for as long as your service is active.
2. **Click this link for the [Employer JobAd Form](#) to send us your first JobAd Content** or for future additional job slots if you prefer that our tech enters new job slots and/or edits existing job slots.
3. Additional Information Field:
This field is unlimited for content but we highly recommend not to get too wordy and don't exceed the length of the job pre-app form next to it on the right of side of the page.
4. Once we have the ads approved by you and published, edits, if needed at a later time, can be executed by you or by your request to us.

TIP: If you wish to manage JobAds yourself: Go to 'My Locations' (if location(s) you are adding is/are not already listed) and add the new city or town/state location(s). To save yourself a lot of time if you are adding more than one new JobAd slot, enter the job ad content and click Post Ad. You then receive the confirmation page. Scroll down that page and click Post Ad again. Continue to do that for as many locations for the same job title/description you need added providing you have that many unused job slots. Next, click My Job Ads and click 'Edit' next to each additional new job ad slot that will all be the location of the first job slot you entered. i.e.: Let's say you entered Louisville KY. All copied job ad slots will be, Louisville KY. Edit the location and hiring mile radius to your primary job location, click Post Ad. Click My JobAds again and continue with the same procedure until you have all new locations (job slots) edited to display the correct city/state for each new job slot entered.

My JobAds

1. This link takes you to your job search page that lists all of the job slots you have posted.
2. This is also where you can edit any job slot you wish.
3. **Do not delete a job ad slot.** You can edit but not delete. Use this link to email your deletion request.
[Contact Tech Support](#)

My Applicants:

1. Applications will be emailed to your inbox in real time and also stored here in your control panel for review.
2. There are 2 types of DirectApps.

(a) Level 1

A Level 1 DirectApp means that the applicant selected your company first to apply to which also could mean your company was the only one selected. Level 1 apps can be edited and deleted. You do not have to request to delete an application. Also a Level 1 app can be edited.

(b) Level 2

A Level 2 DirectApp means that the applicant selected your company 2nd and this type of app cannot be edited or deleted.

A Level 2 DirectApp cannot be submitted without reviewing a company's job offer and

requirements. Applicants are not given this selection until they have submitted to the first company of their choice. On the confirmation page they are offered similar companies hiring for the same position in the same locale if any exists at that time. This is another very important reason to post as many hiring locations (job slots) as your budget allows for each job title you are advertising.

Step 3:

Search Archived Apps:

Even though our national database [DB] of applications are archived, they are still searchable. Many recruiters report to us that they find new hires searching the 20,000+ apps stored for search. The start and end dates are posted beneath each DBs enter button and each app has a submission time stamp. There is no need to logout to return to the login page if you wish to search those records after you have finished with your JobAd Campaign. The feature (pictured below) is at the top right side of your control panel that will switch you to any database for which you are advertising jobs.

Switch database:

Adviews: (displayed only in your control management panel)

Our system tracks, in real time, how many '1st time' job seekers viewed your JobAd Campaign search page. The tracker will not count the same computer used by any job seeker more than once in a 48 hour period therefore page views are usually 30% higher than 1st time visitor Adviews. The # is posted on the left of the page, highlighted with bright yellow for easy viewing:

Adviews - Counter Started 08/18/06: Number displayed here

We launched JobAd Campaign in March of 2006 but added the tracking feature Aug 18th due to employer requests for their tracking purposes. We display when the counter was started for the benefit of employer members who were using JobAd prior to the August Adview counter activation date.

If You Forgot - Add our DirectApp results email sender to your email reception address book now: dfnjobads@driverfinder

If you don't do this you may receive your company's DirectApps to your Bulk or Spam folder or not receive them at all.

Using the management control panel is the best way to learn it's features. Should you need our assistance at any time or have questions [Click Here for Tech Support](#) or call 989.892.8433. If you are on our Budget Level (Bronze), you can upgrade your service features at anytime if needed by calling our sales dept. at: 901.388.7823, M-F, 9 am - 7 pm central time or [Click Here for Online Contact](#). Remember, the more job slots you publish, the better your outcome for job seeker response, especially if you are hiring in only one state or in one small area or diesel mechanics.

