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Competition for recruitment advertising is fierce by [Becky](#)

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It's still amazing to think that the Internet has only been with us now for about 20 years. Things have changed in that time as a result of the digital revolution and just about every piece of the service sector has been altered almost beyond recognition. A prime example of industries which have been at the forefront of all this upheaval is recruitment advertising, which used to coast along quite happily with a focus on traditional media like newspapers and trade magazines.

The Internet has disrupted the traditional method of promoting jobs for agencies, but for those looking for work it has been a great advantage. It allows them to search for jobs on a wider scale from the comfort of their own homes, without having to purchase a single publication. If they didn't want to become obsolete, recruitment companies have had to follow suit and promote their vacancies using the net. Some benefits to this do include reduced overheads on things like printing and publishing costs.

More recently, social media has taken off and agencies have been forced to rapidly establish a presence here particularly in the fast growing area of employer branding. Social media and the introduction of social sharing has become hugely popular with brands and organisations and if you're not promoting yourselves with a Facebook page, then it could make people question why not? For example, recruitment agencies have Facebook profiles of their own, where they can build up a potential list of candidates or friends, and then post updates of the latest job vacancies and so on, and at the click of a button, this vacancy has the ability to reach thousands.

One of the longer established companies, 360 Inspire, who handle Blue Chip clients like Carnival Cruises, Argos and the Civil Aviation Authority, also had to cope with a surge in demand for its specialised services in the education sector, which was undergoing transformations as Universities and Colleges face huge competition. Not only did they need to begin advertising academic vacancies on the Internet, but they were required to focus more and more on branding educational establishments to attract highly qualified and sought after staff, but also students who now have to pay excessive fees to study. Universities need to give the students substantial benefits if they are going to part with this much cash in tuition costs each year.

With unemployment still high in the UK and people constantly looking for jobs the Internet and social media provides them with a simple and quick solution to job hunting. It also gives them the opportunity to search through a huge number of vacancies in various locations, which wasn't always possible with publications.

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[Becky](#) - About Author:

If you're unsure of how to advertise your job opportunities then choose an agency that have a wealth of experience in the [A HREFhttp://www.360inspire.com/>recruitment-advertising/A>](http://www.360inspire.com/>recruitment-advertising/A>) sector.

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