

Ten Reasons to Try Pay-Per-Click Advertising



Budget Control - You can spend as much or as little as you want. Change anytime.



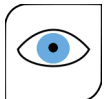
Geo Targeting – Want to focus on people within 100 miles of your headquarters? That's easy.



Flexibility – Shift budgets, change priorities, test new messaging, try new landing pages.



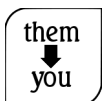
Pay for Performance – Only pay when someone is interested enough to click your ad.



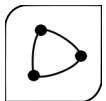
Customer Insight – Get to know your target audience through testing and measurement.



Measurable Results – How many clicks, how many resumes, how many sign-ups? You'll know.



Works on Job Boards – Bring candidates in to your site where they won't find the competition.



Access Social Networks – Target passive candidates inside of today's most popular social networks.



Cost Savings – Cost per applicant is much less than traditional recruitment advertising mediums.



It Works.

Want more info? Check out our free white paper: [Why the Future of Recruitment Advertising is in the Clicks](#)

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