



A CASE STUDY IN JOBCASTING



OBJECTIVES

Chris Hoyt, an Associate Director of Non-Management Recruiting for telecommunications giant AT&T, came to us in August of 2007, looking to break free from cookie cutter recruiting. They wanted to appeal to a broader set of candidates and make their online recruiting stand out utilizing a new crop of social media tools. Ultimately, the goal was to drive job seekers to the **ATT.jobs** site to apply.

CHALLENGES

Make AT&T more appealing to younger job seekers and engage candidates by offering valuable information about working for the company and applying for the vast array of positions they were hiring for.

MEASUREABLE RESULTS

Here are the results for five podcasts for the period between 8/13/07 – 1/31/08 (about 5 ½ months) since their first “jobcast” went live in August 2007.

Name of Jobcast	# of Downloads
AT&T U-Verse Technicians – 8/13/07	588 times from jobsinpods.com
AT&T Military Recruiter – 9/13/07	303 times from jobsinpods.com
AT&T Call Center jobs – 10/26/07	318 times from jobsinpods.com
AT&T Recruiter Advice – 11/29/07	397 times from jobsinpods.com
AT&T Bilingual Call Center – 1/28/08	85 times from jobsinpods.com
Number of views from Youtube channel <i>(all 5 podcasts combined)</i>	763
Other sources: iTunes, Yahoo video, etc. <i>(all 5 podcasts combined)</i>	257
TOTALS	2,711 total downloads

Each jobcast was downloaded an average of 542 times.

A total of 559 clicks to the **att.jobs** link from Jobinpods.com were recorded during the period of 8/13/07 – 1/31/08.

ROI

AT&T paid a total of \$1,495 for 5 podcasts which resulted in an *ROI of \$0.55 cents per download.

** ROI will decrease further over time since each jobcast stays online for 1 year.*

CLIENT TESTIMONIAL

How satisfied are you with this service and what kind of results have you noticed as a result of podcasting your jobs?

Says Chris Hoyt: "We are very pleased with the results we've seen from our podcasts. We've heard from job seekers both in the field and online - they've loved the ability to quickly hear what our recruiters have been sharing in each broadcast - whether it was about specific jobs available or great interview tips to help them through the hiring process with any prospective employer. It's been exciting to utilize a communication tool that takes advantage of today's technology, has been easy to use, and is just plain cool."