

# Corporate recruitment for less



Bringing the right candidate and employer together can be difficult. However, Google Adwords offers a flexible and targeted solution to meet those recruiting needs. With Cost-per-Acquisitions (CPAs) at 58% lower than its nearest online competitor, it's a recruitment medium not to be ignored.

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**Paul Kasamias**  
Search Marketing  
Consultant at TMP

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## The client & their challenges

HM Revenue & Customs (HMRC) is responsible for administering the UK's tax and customs systems. Responsible for the collection of £423 billion in tax, duty and National Insurance contributions, they have over 50 million individual and corporate customers and employ 83,000 people nationwide. The organisation is not necessarily perceived as a traditional employer but faces challenges in overcoming limited recruiting budgets and geographical restrictions.

TMP Worldwide is a recruitment communications agency, which prides itself on delivering cost-effective, quality candidates, regardless of the challenges involved. And by working together with HMRC, TMP were able to find the right solutions.

TMP and HMRC provide a perfect example of how Google AdWords can offer a flexible, strategic and cost-effective route to meeting recruitment briefs. As Paul Kasamias, Search Marketing Consultant at TMP says “AdWords allowed us to offer HMRC a total recruiting solution, taking candidates from the awareness and interest stages, right through to the desired action”.

## A targeted marketing mix

The marketing objective of this campaign was to deliver cost-effective, high volume applications from the right target audience, in this case graduates. With budget in mind, TMP focused 75% of spend online, and used a wide range of online media including a mixture of national generic and graduate specific job boards, as well as search marketing options.

The rest was allocated to offline media, covering both national and sector specific press. In all, 9% of this budget was allocated to AdWords, which in turn contributed 38% of all applications received by HMRC.

## Finding the right candidates in the most cost-effective way

According to Kasamias, AdWords provided “the most cost-effective solution due to its ability to reach a wide audience yet target them precisely”. In terms of budget, TMP were able to maintain a strict control over costs from campaign right down to keyword level.

The AdWords package enabled TMP to test different messaging to candidates and the best performing ones. By including specific graduate keywords they were able to reach their target audience at the precise moment they were searching for jobs.

Coupled with this, TMP employed geo-targeting which allows ads to be shown to users within specific regions. They believe “the use of geo-targeting

techniques allowed us not only to gain wide reach but also reach candidates at a local level in a cost-effective way”.

With this thorough-campaign optimisation and sophisticated use of AdWords, TMP were able to tie in a consistent and coherent message about HMRC to graduates searching for employment.

### The result

The overall performance for this recruitment campaign was based on CPA. The use of third-party tracking allowed TMP to track right down to keyword level and optimise accordingly.

Optimisation is geared not just to traffic and applications, but towards producing high ROIs and low CPAs whilst generating the optimum response. Ultimately, Google’s CPAs finished at 58% lower than any other medium used, which Kasamias describes as “taking recruitment campaigns to the next level”.

This ‘intelligent optimisation’ is helping TMP to understand the differences in the candidate application cycle so that they are able to meet the needs of their clients and candidates more accurately and in a more cost-effective and profitable way.

AdWords allowed TMP to drive down the cost of HMRC’s application process whilst remaining relevant and targeted in their strategy. And it seems it’s a valuable recruitment tool which TMP will certainly be championing into the future.

