

# A Revenue Stream Running Through Some Job Sites

By **Melanie Rembrandt**  
CareerSite.com Corp.

With the current dot.com shakeout, many online businesses are wary of using e-cruitment services to provide new resources for their customers. However, they might be missing out on an excellent business opportunity.

## Online Recruiting

Forrester Research reports that e-cruitment will be worth \$7.1 billion and electronic marketplaces will reach 53 percent of all online business trade within the next five years and reports: "B2B e-commerce will hit the \$2.7 trillion mark by 2004." An affiliate relationship with an e-cruitment partner can be an easy and cost-effective way for businesses to differentiate site content and produce new revenue streams.

Why do e-cruitment marketplaces give companies a competitive advantage? Online recruitment solutions provide additional services that save customers time and money. According to a recent study by Thomas Weisel Partners, advertisers save an average of \$1,231 by placing a clas-

sified ad online versus in a print publication. Also, the Internet recruitment cycle of finding, interviewing and assessing candidates is 33 percent faster than traditional methods. If e-businesses provide effective employer and candidate search capabilities, in addition to other online services, visitors will be more likely to return to the site. This boost in unique visitor traffic may mean an increase in advertising revenue.

It's now very easy for online businesses to offer their customers complete e-cruitment services quickly and affordably without the hassle and expense of creating their own site. Application service providers (ASPs) are producing effective career management solutions that include expansive marketplaces, an easy registration process, comprehensive matching and searching tools and performance measurement. Additional benefits include customer service, technical assistance and marketing team support. With the growing competi-



tion among e-cruitment ASPs, online businesses can choose from a multitude of services and price ranges with a complete site available in a matter of days.

In addition to content value, affiliations with e-cruitment partners can increase profit margins. Online business professionals who purchase licens-

ing rights can create and control several new revenue streams by charging for job postings, employer profiles, subscriptions for candidate database searching, revenue share on job cross-posting and affiliate service sales, banner and sponsorship advertising, auto-posting services for large employers and other service packages. It's possible to see a return on investment in a short period of time.

It's important to take the time to find a partner that fits the specific e-business needs.

Consider some pertinent issues.

- Adjustable infrastructure that suits a company's size and budget constraints.

- Business experience and advanced level of software tools.

- Network exposure, marketplace members and ease of connection.

- Costs and services provided.

- Creation and site deployment time.

- Security and confidentiality.

- Online recruitment functionality and features.

- Extensive searching capabilities.

- Easy job posting and matching.

- Organizing, receiving and reviewing results.

E-business professionals can feel confident about using an Internet solution provider to increase customer loyalty and revenue share. It's time to take advantage of the incredible opportunities now available in the e-cruitment marketplace. ♦

*Melanie Rembrandt is public relations manager for CareerSite.com Corp., Ann Arbor, Mich.*

*She may be contacted at [mnr@careersite.com](mailto:mnr@careersite.com).*

