DIGITAL BULLSEYE

Geo-targeting and data science for account-based marketing

ACCOUNT-BASED MARKETING FOR RECRUITERS

Account-Based Marketing

TARGET KEY ACCOUNTS AND RECRUIT NEW HIRES FROM COMPANIES AND CAMPUSES

Account-based marketing enables you to focus your marketing and recruitment efforts on accounts or locations that matter the most to you.

Why ABM for Recruitment and Employer Branding?

Account-Based Marketing (ABM) is an approach that targets a single location (ie company or campus) or group of locations as opposed to traditional inbound marketing, which focuses on individual leads.

Instead of casting a wide net for recruiting or new client accounts, ABM concentrates your resources on a clearly defined set of targets with personalized campaigns designed to resonate with each target location. ABM is like using a spear to fish, while inbound marketing is like using a net.

Marketing Automation uses cookies (which means there has to be an initial interaction) in order to track individuals. But with ABM, this is done through IP-based tracking of target accounts, since each company has a unique IP address.

Our ABM Advertising Solutions

Through our Location IP Targeting, Venue Retargeting, and Facebook Audience Network solutions, we give you the ability to target company headquarters, manufacturing plants, hospitals, college campuses, etc. Reach influencers and decision-makers with your message- at work, at home and on their mobile phones.

Generate awareness and interest at targeted locations. Get in front of your target audiences at work or home. Let them know you understand their pain-points. Reach people who are not necessarily looking for a job or people not on the job boards. Peak their interest, and then drive traffic to your website for more information or employer-branded videos.

5 Steps to Account-Based Marketing

1	2	3	4	5
Identify Accounts	Profile Accounts	Create Content	Launch Campaigns	Measure & Analyze
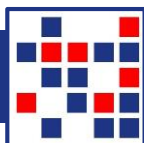
Location IP Targeting
YOUR DIRECT ACCESS TO TARGETED LOCATIONS

Location IP Targeting allows you to target potential clients or recruits at locales such as office building, plants, campuses, conventions, hospitals, clinics, and more.

How It Works

Location IP Targeting creates awareness and generate leads by reaching your targeted audience where they work or at other venues they gather. Examples of venues and locales you can target are: conventions, convention hotels, company HQs', business campuses, manufacturing plants, hospitals, clinics, VA centers, college campuses, and many more. .

After selecting your desired locations we map IP addresses through our patented algorithm which analyzes billions of pieces of data. We then work with our premium ad exchanges to serve your targeted digital ads on the websites your prospects visit.

Recruitment & Employer Branding

Our Location IP Targeting works we as part of your ABM strategy for recruitment and employer branding.

Let's say you're a larger regional company, such as a bank or healthcare provider. You have to recruit a large number of people every year.

You could identify particular competitors or universities you'd like to recruit from…perhaps 10 competitors and five universities. We can then target employer-branded videos, articles, and ads just to those accounts based on their IP numbers.

Strategically target students or other target populations by going where they are

Deliver your content to any device on websites your prospects visit at chosen venue(s)

Location IP Targeting for Recruitment Agencies / Search Firms

Location IP Targeting is particularly useful for complex B2B deals, which involve a lot of decision-makers and where 80 percent of the company's revenue comes from 20 percent of its customer base.

This scenario is particularly true for recruiters, recruitment agencies, and executive search firms (retained and contingent). They often have clients with which they have working relationships lasting for many years. They may be involved only in hiring for a specific region. In this case, ABM can be used to obtain new clients or get more out of existing clients through recruiting for new geographical or market territories.
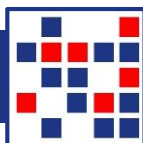
Venue Retargeting
CAPTURE MOBILE DEVICE ID'S AT CONFERENCES

Recent innovations in digital ad technology allow us to capture mobile ID's at high-valued locations, like industry conferences and events, and bucket them for prospect targeting.

How It Works

Venue Retargeting captures people's mobile ID's at conferences and other events where your target audience gather. We save the information of these high-value targets so you can later reach the same audiences on their mobile, work or home devices.

By using a proprietary geo-framing technology we can even go back in time up to one year to capture mobile devices from past events or locations. Venue Retargeting then matches the captured mobile ID's with IP addresses at home or business locations. This means we will be able to also serve your display ad to any device connected to that specific IP address…IT personnel, nurses, truck drivers, executives, managers and employees, etc.


Polygon the venue of your choice on our map.

If an ad call was served to a device present at the location, Device ID is captured.

Those captured devices are now captured and stored for targeting once home address is determined.

Digital Bullseye™ Advantage

There are many instances where a venue is target rich and it's valuable for you to reach this audience when you can't in other ways. An example would be key decision-makers and end-users at an industry conference or other event. Venue Retargeting can capture mobile ID's at your selected events and match them with IP addresses. We allow you to reach these same audiences with your employer branding message or new job opportunity on their mobile, work or home devices.
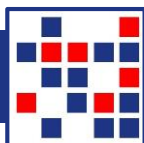
FAN Geo-Targeting
COMBINED WITH LOCAL AND BEHAVIORAL TARGETING

Facebook Audience Network (FAN) lets you extend Facebook ad campaigns off of Facebook, using the same highly targeted categories you need to reach exact audiences and locations.

How It Works

Facebook established a mobile ad network that will take your Facebook News Feed ads and place them on other apps and mobile websites. They call it Facebook Audience Network (FAN). FAN lets companies extend their Facebook ad campaigns off of Facebook, using the same targeting categories. It is now the second biggest mobile ad network and the largest native mobile ad network.

FAN allows you to reach Facebook users when they aren't on Facebook. And because Facebook gathers data from third party websites and apps, FAN even allows you to reach non-Facebook members. Therefore FAN can significantly expand your campaign reach, which makes it and ideal solution for small niche audiences like IT personnel, doctors, nurses, and healthcare administrators in a specific location.
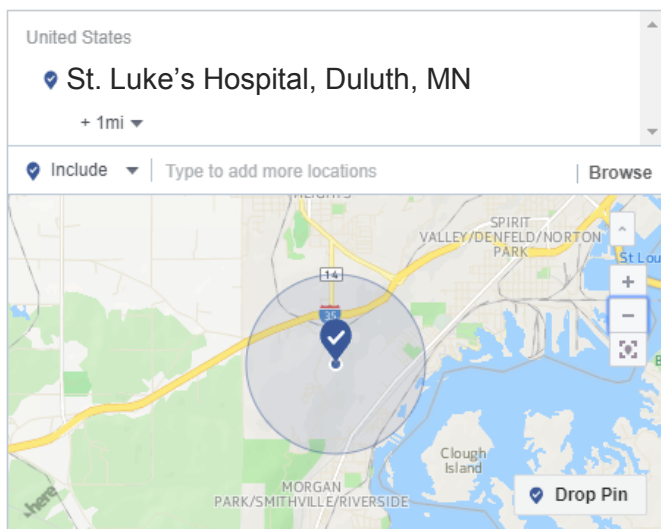
- Select cities / metro areas
- Down to 1-mile radius
- Medical centers / clinics
- Conventions / events
- Select healthcare categories
  (i.e. job title, job type, employer, etc.)

By combining FAN with targeted geographical and behavioral categories we can reach the exact audiences you need to reach with your message. And 80% of Audience Network impressions are now native, which makes it a great for reaching your audience in a less intrusive way than traditional banner advertising.
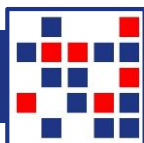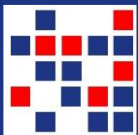
Learn more about our Digital Bullseye™ solutions at e3marketinggroup.com