



# **Ten Best Practice Ideas For Growing Your Online Classifieds Business**

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**Nancy Miskin – ImpreMedia**

**Joe Michaud – Dow Jones Local  
Media**

**Moderator: Tony Lee – Adicio Inc.**



# The Panelists Agree: You Can Own Your Market

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- You've spent years training local employers to think of your brand online when hiring; realtors to think of you when marketing properties; auto dealers to think of you when promoting their models
- Now leverage your brand online by offering a variety of creative packages:
  - Compete head on with the Web-only national players by offering more choices – including print – as well as comparable options with a stronger ROI
  - Compliment print with smart online packages, but you must also offer online-only
  - Unleash your sales reps to tackle the market just like your Big Brand competitors – and be ready to reward them creatively
  - Be prepared to shake things up



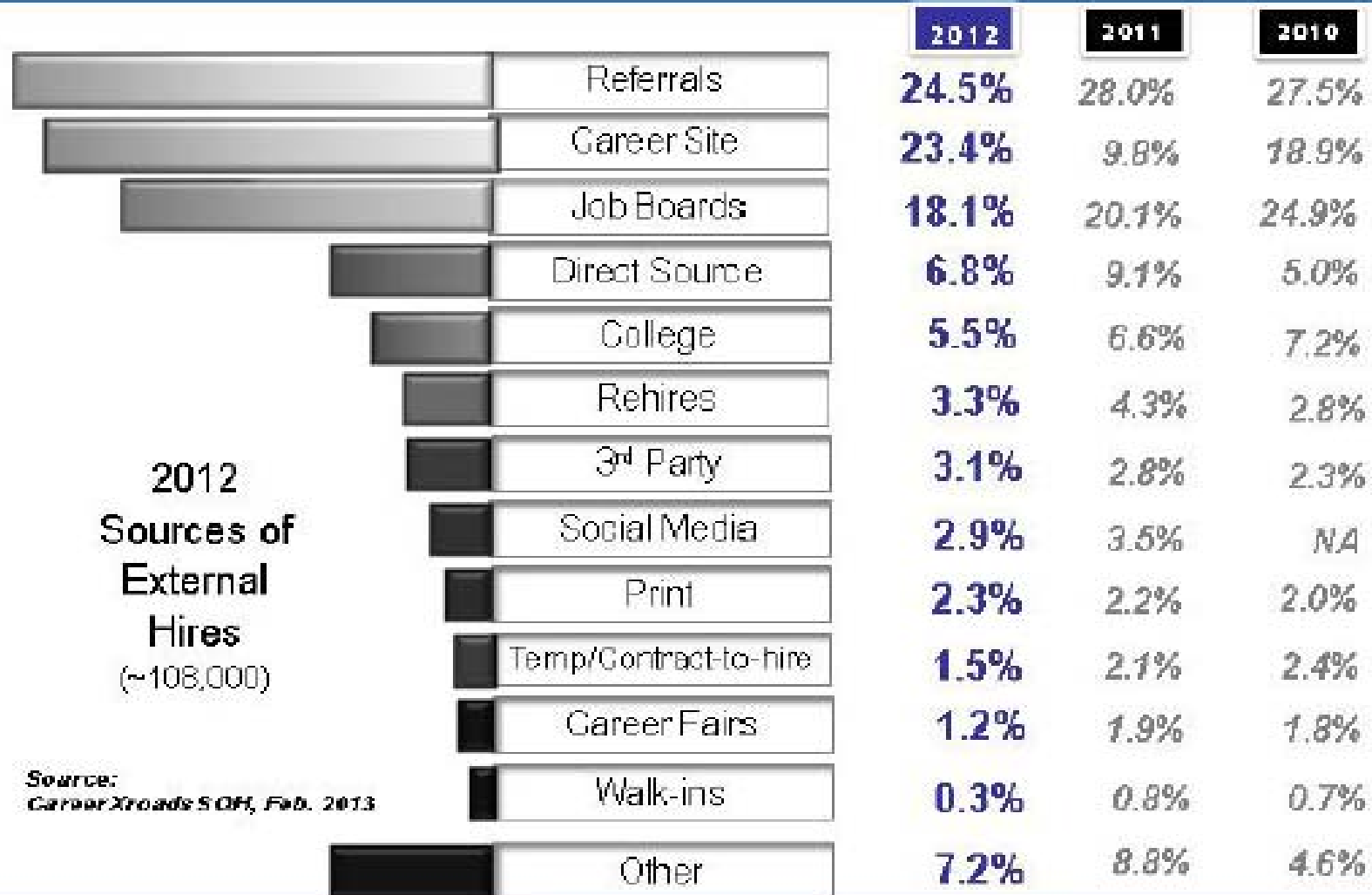
Idea #1:

Be ready to replace the  
recruitment ad agencies

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Newspapers that offer a one-stop shop with a wide range of job posting and branding opportunities gain a larger share of company recruiting budgets

# 2013 Source of Hire Report

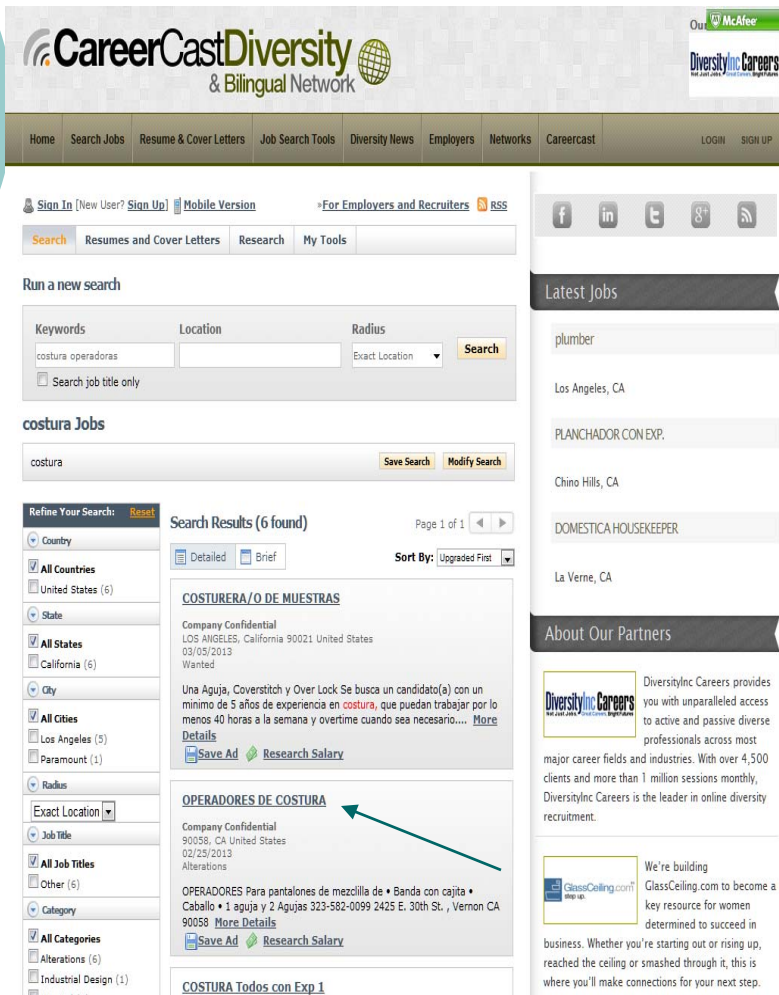


# Offer More Recruitment Options

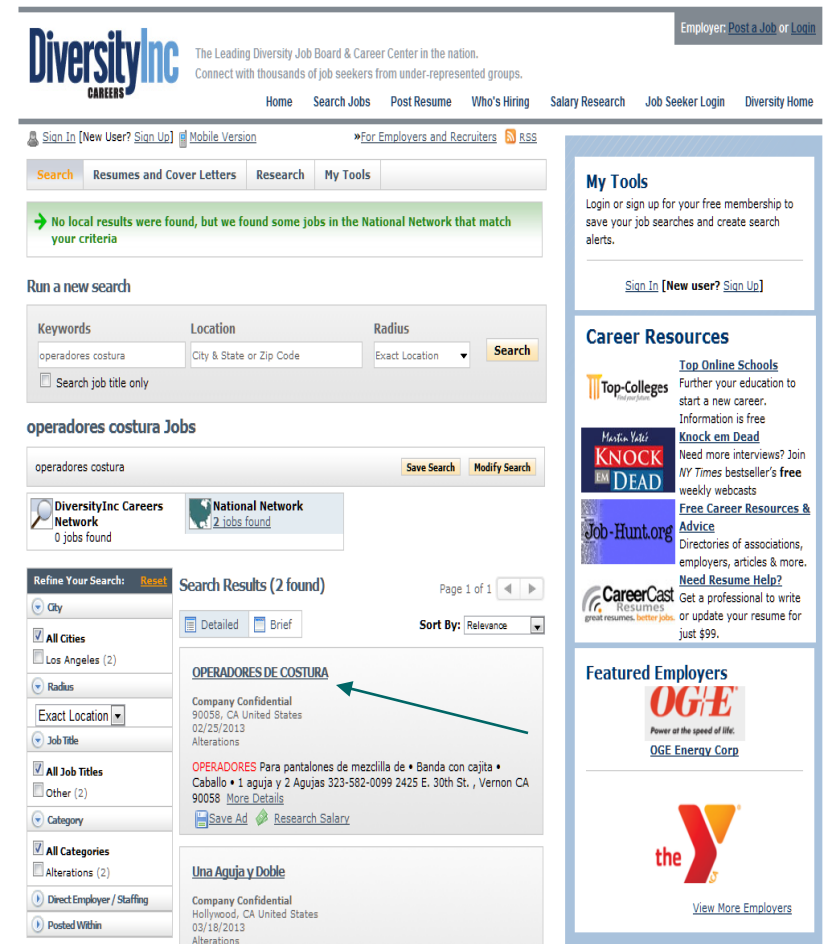
- ImpreMedia offers clients the ability to post into networks beyond their daily newspapers
- Most popular networks:
  - Diversity
  - Green
  - Trucking
  - Construction
  - Veterans
  - Disability and more
- New revenue exceeds \$20,000 a month

La Opinión website interface showing a job search for "costura" (sewing). The page displays search results for "COSTURA JOBS" with 6 jobs found. The interface includes navigation tabs (LOCALES, NOTICIAS, DEPORTES, AUTOS, NEGOCIOS, TECNOLOGÍA, ENTRETENIMIENTO, SALUD, VIDA Y ESTILO), a search bar, and a sidebar with filters (City, Radius, Job Title, Category). The search results show a job listing for "COSTURA" with details like "Company Confidential" and "Please see Job Description, CA 90723 United States". A sidebar on the right features a Toyota advertisement and "Featured Jobs" section. A "Work Wanted" section is also visible at the bottom right. A green arrow points to a "DIVERSITY NETWORK" logo in the bottom right corner of the job results area.

# Distribution Is Key to Employers



The screenshot shows the CareerCast Diversity & Bilingual Network website. The header includes the logo and navigation links: Home, Search Jobs, Resume & Cover Letters, Job Search Tools, Diversity News, Employers, Networks, CareerCast, LOGIN, and SIGN UP. A search bar is prominently displayed with tabs for Search, Resumes and Cover Letters, Research, and My Tools. Below the search bar, there's a section for 'Run a new search' with fields for Keywords (costura operadoras), Location (Wanted), and Radius (Exact Location). A 'Search' button is next to these fields. Below this, a section titled 'costura Jobs' shows a search for 'costura' with 'Save Search' and 'Modify Search' buttons. On the left, a 'Refine Your Search' sidebar allows filtering by Country (All Countries, United States (6)), State (All States, California (6)), City (All Cities, Los Angeles (5), Paramount (1)), Radius (Exact Location), Job Title (All Job Titles, Other (5)), and Category (All Categories, Alterations (6), Industrial Design (1)). The main content area shows 'Search Results (6 found)' with a 'Sort By: Upgraded First' dropdown. The first result is for 'COSTURERA/O DE MUESTRAS' at a 'Company Confidential' location in Los Angeles. The second result is for 'OPERADORES DE COSTURA' at a 'Company Confidential' location in Vernon, CA. A green arrow points from the 'OPERADORES DE COSTURA' result in the sidebar to the same result in the main list.



The screenshot shows the DiversityInc Careers website. The header includes the logo and navigation links: Home, Search Jobs, Post Resume, Who's Hiring, Salary Research, Job Seeker Login, and Diversity Home. A search bar is prominently displayed with tabs for Search, Resumes and Cover Letters, Research, and My Tools. Below the search bar, there's a section for 'Run a new search' with fields for Keywords (operadores costura), Location (City & State or Zip Code), and Radius (Exact Location). A 'Search' button is next to these fields. Below this, a section titled 'operadores costura Jobs' shows a search for 'operadores costura' with 'Save Search' and 'Modify Search' buttons. On the left, a 'Refine Your Search' sidebar allows filtering by City (All Cities, Los Angeles (2)), Radius (Exact Location), Job Title (All Job Titles, Other (2)), Category (All Categories, Alterations (2)), and Posted Within (Direct Employer / Staffing). The main content area shows 'Search Results (2 found)' with a 'Sort By: Relevance' dropdown. The first result is for 'OPERADORES DE COSTURA' at a 'Company Confidential' location in Vernon, CA. A green arrow points from the 'OPERADORES DE COSTURA' result in the sidebar to the same result in the main list.

# Idea #2: General Classifieds Are Strong Again

- Posting free and selling upsells is a proven model
- Expand categories and sub-categories to cover all interests
  - Move beyond pets and obits to fresh produce, reptiles, travel partners and more
- Leverage your local strength and client responsiveness against Craigslist, Backpage, Kijiji and others

The screenshot displays a classifieds website with a top navigation bar containing links for Home, News, Business, Sports, Entertainment, Careers, Motors, Real Estate, and Market. Below this is a secondary bar with Market Home, Browse Market, Post a Listing, and Manage Listings, along with a Login/Register button. The main content area features a search bar with the text "ex. sofa, lawnmower, painting" and a "Search" button. To the right of the search bar is a "PLACE AN AD" button with the text "EASY AND CONVENIENT". The website is organized into several columns of categories, each with a representative image: Merchandise (Antiques, Bicycles, Collectibles, Electronics, Furniture, Sporting Goods, More...), Pets (Birds, Cats & Kittens, Dogs & Puppies, Pet Supplies, Pet Training, Reptiles, More...), Services (Appliance Repair, Computer, Electrical, Legal Services, Roofing, Security, More...), Garage Sales (Auctions, Estate Sales, Flea Markets, Garage Sales, Yard Sales, More...), Events & Notices (Announcements, Celebrations, Farmers Markets, Lost & Found, Personals, Thank You's, More...), Business (Business Exchanges, Business Management, Business Opportunities, Franchise Opportunities, Investments, Loans, More...), Employment, Vehicles for Sale/Lease, and Real Estate. At the bottom, there is a "POST A CLASSIFIED AD" section with a "Listing Category" dropdown menu and a "FEATURED LISTINGS" section showing two listings for a 2006 Chevrolet Impala LT - First Time Buyers - \$151.

Home News Business Sports Entertainment Careers Motors Real Estate Market

Market Home | Browse Market | Post a Listing | Manage Listings Login/Register

Search Classifieds ex. sofa, lawnmower, painting Search

PLACE AN AD  
EASY AND CONVENIENT

MERCHANDISE  
Antiques  
Bicycles  
Collectibles  
Electronics  
Furniture  
Sporting Goods  
More...

PETS  
Birds  
Cats & Kittens  
Dogs & Puppies  
Pet Supplies  
Pet Training  
Reptiles  
More...

SERVICES  
Appliance Repair  
Computer  
Electrical  
Legal Services  
Roofing  
Security  
More...

GARAGE SALES  
Auctions  
Estate Sales  
Flea Markets  
Garage Sales  
Yard Sales  
More...

EVENTS & NOTICES  
Announcements  
Celebrations  
Farmers Markets  
Lost & Found  
Personals  
Thank You's  
More...

BUSINESS  
Business Exchanges  
Business Management  
Business Opportunities  
Franchise Opportunities  
Investments  
Loans  
More...

Employment

Vehicles for Sale/Lease

Real Estate

POST A CLASSIFIED AD

Listing Category Select Category

FEATURED LISTINGS

2006 Chevrolet Impala LT - First Time Buyers - \$151  
2006 Chevrolet Impala LT - First Time Buyers

# Leverage the Competition's Flaws

**craigslist**

post to classifieds  
my account

search craigslist

for sale

event calendar

|    |    |    |    |    |    |    |
|----|----|----|----|----|----|----|
| S  | M  | T  | W  | T  | F  | S  |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 31 | 1  | 2  | 3  | 4  | 5  | 6  |
| 7  | 8  | 9  | 10 | 11 | 12 | 13 |

help, faq, abuse, legal  
avoid scams & fraud  
personal safety tips  
terms of use  
system status

about craigslist  
craigslist is hiring in sf  
craigslist blog  
best-of-craigslist  
craigslist TV  
"craigslist joe"  
craig connects

**philadelphia**

**community**

activities lost+found  
artists musicians  
childcare local news  
general politics  
groups rideshare  
pets volunteers  
events classes

**housing**

apts / housing  
rooms / shared  
sublets / temporary  
housing wanted  
housing swap  
vacation rentals  
parking / storage  
office / commercial  
real estate for sale

**jobs**

accounting+finance  
admin / office  
arch / engineering  
art / media / design  
biotech / science  
business / mgmt  
customer service  
education  
food / bev / hosp  
general labor  
government  
human resources  
internet engineers  
legal / paralegal  
manufacturing  
marketing / pr / ad  
medical / health  
nonprofit sector  
real estate  
retail / wholesale  
sales / biz dev  
salon / spa / fitness  
security  
skilled trade / craft  
software / qa / dba  
systems / network  
technical support  
transport  
tv / film / video  
web / info design  
writing / editing  
[ETC]  
[ part-time ]

**personals**

strictly platonic  
women seek women  
women seeking men  
men seeking women  
men seeking men  
misc romance  
casual encounters  
missed connections  
rants and raves

**discussion forums**

1099 gifts pets  
apple haiku philos  
arts health politic  
atheist help psych  
autos history queer  
beauty housing recover  
bikes jobs religion  
celebs jokes science  
comp kink shop  
crafts i.t.r. shop  
diet legal spirit  
divorce linux sports  
dying loc pol tv  
eco m4m tax  
educ money testing  
etiquet motocy transg  
feedback music travel  
film npo vegan  
fitness open w4w  
fruit outdoor wed  
food over 50 wine  
frugal p.o.c. women  
gaming parent words  
garden pefo writers

**for sale**

appliances arts+crafts  
antiques auto parts  
barter baby+kids  
bikes beauty+hlth  
boats cars+trucks  
books cds/dvd/vhs  
business cell phones  
computer clothes+acc  
free collectibles  
furniture electronics  
general farm+garden  
jewelry garage sale  
materials household  
nvs motorcycles  
sporting music instr  
tickets photo+video  
tools toys+games  
wanted video gaming

**services**

beauty automotive  
creative farm+garden  
computer household  
cycle labor/move  
event skill'd trade  
financial real estate  
legal sm biz ads  
lessons therapeutic  
marine travel/vac  
pet write/ed/tr8

**gigs**

crew computer  
event creative  
labor domestic  
talent writing

**resumes**

**nearby cities**

allentown  
annapolis  
baltimore  
binghamton  
catskills  
central nj  
cumberland val  
delaware  
eastern shore  
eastern wv  
frederick  
fredericksburg  
harrisburg  
hudson valley  
jersey shore  
lancaster  
long island  
new haven  
new york  
north jersey  
northwest ct  
philadelphia  
reading  
scranton  
south jersey  
southern md  
state college  
washington  
williamsport  
york

**us cities**

**us states**

**canada**

**cl worldwide**

Provide great customer service


- No. 1 complaint with Craigslist

*"I've never gotten so many spam responses to a posting before. Your site sucks."*

-- Posted 2/14/13 on Craigslist Feedback Forum

- Use them as a prospecting tool (Cape Cod Times)





## Idea #3: Adopt a Competitive Mobile Solution

- ✓ Having a mobile version of all classifieds platforms is key
  - Should display all features and functionality of your desktop version
- ✓ Design for all major mobile devices
  - Smartphones, tablets and whatever comes next
- ✓ Maintain your site's branding
- ✓ Be sure users can log in from their social media tools
- ✓ Full tracking & reporting is critical
- ✓ 30% of all classified database searching comes via mobile in 2013



# Mobile Advertising Within Classifieds Is Hot

## Mobile Ad Placement

- Additional revenue opportunity
- Displays on Search Form & Search Results
- Contextually targeted to user search criteria





## Idea #4: Passive Job Candidates Regain Importance

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- As the job market rebounds, employers face larger hurdles to fill key positions
- Newspaper sites are well-positioned to place job openings in front of readers who aren't actively searching via email, widgets & more
- Widgets are the most flexible tool that allow sites to post contextually targeted jobs anywhere



# Widgets Reach Passive Candidates

ing started Latest headlines



## Hurdles dim solar projects

A year ago, the Cape and Vineyard Electric Cooperative announced plans to build 50 megawatts of solar-energy projects across more than 40 locations on Cape Cod and Martha's Vineyard.

MORE ARTICLES

- Cape goes hog wild over little pigs
- Better odds seen for tribe's casino pact
- Opening Scouts to gays draws Cape support
- Congress urged to aid National Seashore
- More Local Cape Cod & Islands News

NY - 8:13am

'Deep Throat' co-star Harry Reems dies at 65 - 8:52am

Check Out All Breaking News Stories »

## What's New On Times Online

**Cape Cod Datanet**  
Searchable database of Cape town, county and state public salaries

**Cape Cod's Top 10**  
Best beer, pizza, fried clams, burgers, ice cream ... more

**Watch CapeCast!**  
Slices of Cape Cod life told in video the CapeCast way

**AP HEADLINES:** Syrian rebels capture areas near Golan Heights

CAPECAST VIDEOS NEWS PHOTOS READER PHOTOS WEBCAMS

## Featured Gallery MORE TIMES NEWS PHOTOS

**Micro Mini Pigs on Cape**  
A new litter of micro mini pigs were born this week at Bayview Farms ...

**Zip trip to Harwich**  
It's a great time of year to get acquainted with the fabulous towns ...

**Slush and Rain on Cape Cod**  
Cape Cod got one more dose of wintery mix Tuesday morning with snow ...

**Times staff photos of the week**  
Times staff photos of the week ...

View All Cape Cod Times Photos

## What's New On CapeCast!

**CapeCast Do you know where this is?**  
Guess the mystery spot - win a pen!  
3/20/2013

**Cheesy electric car seeks driver**  
1970s electric relic surfaces in Yarmouth  
3/18/2013

**Aerial tour of Cape erosion hotspots**  
3/15/2013

More CapeCast News & Wackiness!

## Quick Poll

Studies show that most American women still take the surname of their husbands when they marry - and fewer women may be keeping their own birth surname. Your view?

- Women should take husband's name
- Women should keep their surname

## Be Found • Be Social • Be Interactive

Online strategies to maximize your sales.

Marketing Blacksmith and Cape Cod Media Group, Subsidiaries of **Local Media Group**

**Time light DEALS**

Current Price:

**\$62.50**

50% off

**Glow Sunless Tanning and Nail Bar**

50% Off 7 Session Spray Tan Package

**BUY NOW!**

Deal Expires: 4d 11h 21m  
View More Deals

SEE ALL ONLINE TODAY

MORE >>

3 Pack of Personal Training ONLY \$149!  
The Fitness Company

FREE Weight Loss Workshop  
The Fitness Company

Buy 10 tanning visits and receive 3 FREE!  
Sun Center 2000

March Madness DEALS!!  
The Fitness Company

HOMES JOBS RENTALS

Preschool and School Age Substitutes  
Hyannis, Massachusetts Cape Cod Child Development Program

FENCE INSTALLER 5 yrs minimum  
NORTH EASTHAM, MA Cape Cod Times Classified Ads

CARPENTER: FULL TIME, Experienced  
CHATHAM, MA Cape Cod Times Classified Ads

REMODELING CARPENTERS ASSISTANT: A  
SOUTH DENNIS, MA Cape Cod Times Classified Ads

More jobs

Interact: Times Social Media

**Facebook**  
Fan our Facebook page

**Twitter**  
Follow the Times on Twitter

**Free Newsletters**  
Subscribe to our newsletters

**Cellphone alerts**  
Breaking news to your phone

**Submit your photos**  
Weekly reader photo gallery

**RSS Feeds**  
News, sports RSS feeds

Times Subscriptions Reader Interaction

LOG IN

0 of 3 Premium Clicks used this month

PRINT + ONLINE SUBSCRIBER ACTIVATION | REGISTER

SUBSCRIBE

## POCONO RECORD

Thursday, March 21, 2013

25°

## Easter Brunch AND Easter Activities

Skytop Lodge

NEWS FEATURES SPORTS ENTERTAINMENT OUTDOORS PHOTOS & VIDEOS LIVING HERE VISITOR'S GUIDE INTERACT ADVERTISE CLASSIFIEDS

## LATEST HEADLINES

**Suit: Emmaus child molester should buy victim's house** - 12:04 pm

**Beyonce stars in H&M summer ad campaign** - 11:49 am

**Police: Girl, 7, was asked to pepper spray dollar store workers** - 11:07 am

**Oklahoma teens fatally shot in Texas home invasion** - 11:01 am



## Buried diamonds: Snow has Pocono Mountain teams on hold

Greg Vogel looked outside Tuesday morning and didn't like what he saw.

NEWS SPORTS VIDEOS

Carbondale school board votes to publish names of delinquent taxpayers

Bethlehem boy being home schooled due to spray allergy

Car, walker sought in Colo. Corrections killing

Clownfest moves from NJ to Lancaster

Universe ages 80M years; Big Bang gets clearer

MORE >>

## LATEST PHOTO GALLERIES



VIEW ALL GALLERIES | SUBMIT A PHOTO

## CHECK IT OUT!



## ESU student dressing a tennis star

Tennis star Jelena Jankovic is wearing an outfit designed by ESU student Samantha Swank.



## Children's Easter egg decorating contest

Enter photos of your child's creations and win tickets to Sesame Street Live "Elmo's Super Heroes"



## Gun law primer

Monroe County Sheriff Todd Martin explains Pa.'s complicated gun laws.

## Waiting for homeland to be free

The bones of John Savage - poet, statesman, activist - wait for his homeland to be free

## TRENDING TODAY

Pocono Mountain police hunt for aggressive drivers - 3/21/2013

Kalahari Resorts in Tobyhanna Township win two key approvals - 3/21/2013

Jay H. Seese - 3/21/2013

## POCONO RECORD POLL

Should end of life assisted suicide be legal in Pa.?

- Yes
- Definitely Not
- Not sure

**PAWS Veterinary Clinic**  
CHECK OUT OUR NEW SITE!  
**www.DrPawsVetInfo.com**  
**PAWS DR**  
Click here for a free rabies vaccination coupon.  
Open 6 Days a Week - No Appointment Necessary

**Time light DEALS**  
Current Price: **\$10**  
50% off  
**Detz's Tavern**  
\$10 for \$20 to Spend at Detz's Tavern  
**BUY NOW!**  
Deal Expires: 4d 11h 20m  
View More Deals

SEE ALL ONLINE TODAY MORE >>  
SAVE \$2.00 Off the Palm Sunday Irish Breakfast Buffet  
Willowtree Inn  
SAVE an additional 5% or more  
Lawn Doctor  
Core Aeration, Tick Control, Lime Treatment  
Lawn Doctor  
Save on Biking Apparel  
Vertical Earth Mountain Sports  
25% Off in Our Fabric Department

**TOP JOBS**  
**COSMETOLOGISTS (Licensed) & NAIL**  
Stroudsburg, PA Pocono Record Classified Ad  
**3RD SHIFT - NIGHT MAINTENANCE WORK -**  
\$13.00 an hour  
BATH, Pennsylvania ARC Mainten

# Idea #5: Tap Into the Hispanic Market

- Fastest growing audience in the U.S. – 50% of all population growth
- Hispanics comprise the largest sector of the labor market in six states, including California and Texas
- Create a Spanish-language version of your classified sites to source new revenue

The screenshot displays the La Opinión website's job search interface. At the top, there's a navigation bar with links for 'COLOCAR ANUNCIO', 'TRABAJO', 'AUTOS', and 'CLASIFICADOS'. Below this is a header with 'La Opinión' and the date 'Jueves, 21 de marzo 2013 01:48 pm'. The main content area is titled 'Run a new search' and includes fields for 'Keywords', 'Location' (City & State or Zip Code), and 'Radius' (Exact Location). A 'Search' button is present. Below the search bar, there are sections for 'JOBS' with filters for 'Local Network' (243 jobs found) and 'National Network' (51,797 jobs found). A 'Refine Your Search' sidebar on the left allows filtering by 'City' (All Cities, New York, Los Angeles, etc.), 'Radius' (Exact Location), 'Job Title' (All Job Titles, Other, Cook, etc.), and 'Category' (All Categories, General Employment, etc.). The main results area shows 'Spotlight Listings' with a job titled 'BUSCAMOS 5 VENDEDORES' and 'Search Results (243 found)'. A specific job listing for 'Dental Front Desk Receptionist/Coordinator' is visible, detailing the company, location, and requirements. On the right side, there are promotional banners for 'Post a job', 'Find a job', and 'Registrate en Orgullosa'.

# Idea #6: Encourage Browsing

## Add Browse to All Search Pages

- Retain the serendipity of print
- Click-through rates often are 50% to 100%+ better
- Improves search engine optimization (SEO)
- Attracts curious yet targeted visitors
- Builds communities with targeted content
- Great spot to promote preferred employers, realtors, auto dealers
- Generates more display ad revenue through increased page views
- Create landing pages to sell (for example...)

The screenshot shows a job search website with the following sections:

- PREFERRED EMPLOYERS:** Logos for National Steel, Tim Hortons, Chorizo, the co-operators, FORTINOS, GREIF, Audi, and NCO.
- BROWSE JOBS BY CATEGORY:** A grid of job categories including Accounting/Finance, Management, Manufacturing/Production, Marketing/Advertising/PR, Media/Creative/Design, Part-Time and Seasonal, Real Estate, Retail/Wholesale, Sales/Sales Management, Salon/Spa/Personal Care, Security & Protective Services, Social Services, Telecommunications, Trades/Technical/Repair, Transportation/Warehouse, and Veterinary.
- JOB SEEKERS:**
  - CAREER CENTRE:** Includes links for coping with job loss, getting a plan, and tips for managing time.
  - YOUR TOOLBOX:** Includes links for posting resumes, saving job listings, and creating email alerts.
  - JOB SEEKER SIGN IN:** A form for logging in with email and password.
  - EMPLOYERS:** A section for employers to find local jobs.
- Find Your Dream Job!** A banner for Ontario-Wide Financial Corp. offering debt consolidation.
- POLL:** A poll asking if users send a cover letter with their resume.
- FEATURED JOBS:** A list of job openings including Driver, Dispatcher, Receptionist, Customer Service Representative, Administrative Assistant, and Sales Representatives.



# Sell the Browse Landing Page

**OCCUPATIONAL THERAPIST**  
**\$5,000 SIGN ON BONUS**  
Come join our team in beautiful Yakima!  
CLICK HERE to learn more about this position and our wonderful community.

**YAKIMA REGIONAL**

**AMERICAN FAMILY MEDICAL SERVICES**  
MEDICAL SERVICES SPECIALIST  
click here for details

The Seattle Times Company

NWjobs | NWautos | NWhomes | NWsource | Free Classifieds | seattletimes.com

**nwjobs.**  
Do good for yourself.

Employer solutions: Log in | Post a job

You can get there from here.

**Search Jobs**  
Keyword or NWjobs ID City Job category  
Job title, skills or company All Search

Advanced search

**Browse by category** close X

|                              |                            |                                 |
|------------------------------|----------------------------|---------------------------------|
| Accounting/Finance           | Engineering                | Marketing/Advertising/PR        |
| Administrative/Office        | Environmental/Green Jobs   | Non-Profit/Fundraising          |
| Aerospace/Aviation           | Executive Jobs             | Nursing                         |
| Agriculture/Forestry/Fishing | Government/Civil Service   | Other                           |
| Architecture/Planning        | Health Care                | Personal Care/Services          |
| Arts/Entertainment/Media     | High Tech                  | Real Estate/Property Management |
| Automotive                   | Hospitality/Travel         | Restaurant/Food Service         |
| Bio-Tech/Sciences            | Human Resources/Recruiting | Retail/Wholesale                |
| Construction/Trades          | Labor/Maintenance          | Sales                           |
| Customer Service             | Law Enforcement/Security   | Social Services/Mental Health   |
| Domestic Care/Services       | Legal                      | Transportation/Warehouse        |
| Education/Training/Library   | Manufacturing/Production   | Veterinary/Pet Care             |

From the Career Center

Ask the Headhunter  
Research public information on nonprofits, then call for the inside angle March 28, 2010

More Career Center

Follow NWjobs on Twitter

**Nature's Path Organic**  
Nature's Path Foods, Inc., a leading manufacturer of organic products located in Blaine, WA, is seeking an experienced Production Shift Supervisor.  
**SIGN-ON BONUS AVAILABLE**

**Salary Wizard**

View Results  
Share This  
Payscale.com

**Still going strong.**  
Find your career at **classmates.com**. We're hiring!

**PIMA MEDICAL INSTITUTE**  
Seeking a Clinical Director for our Physical Therapy Assistant Program in Seattle, WA

The Seattle Times Company

NWjobs | NWautos | NWhomes | NWsource | Free Classifieds | seattletimes.com

**nwjobs.**  
Do good for yourself.

Home Find a job Post a resume Career Center Job seeker login

Help

**Nursing Jobs**  
Looking for Nursing jobs? Whether you are looking for jobs by category, company, location, or job title; find the perfect Nursing jobs on NWjobs.  
Go back a page  
Back to Job Search

**Browse By:**  
Category  
Location  
Company

**Recently posted jobs**

| Job Title  | Location     | Updated    | Company Name        |
|--|--------------|------------|---------------------|
| <b>Senior Application Developer (2 openings)</b><br>has met the needs of children and their families throughout the Pacific Northwest. Our nursing professionals find daily fulfillment as they provide compassionate caring in a nurturing.           | Seattle, WA  | 2010-04-02 | Children's Hospital |
| <b>Clinical Practice Manager, Cardiac Cath Lab</b><br>health care professionals. Accreditations include JCAHO, CARF, CORF, CAP and Magnet status in nursing. The hospital works in partnership with Seattle Children's Research Institute and Seattle. | Seattle, WA  | 2010-04-02 | Children's Hospital |
| <b>Pediatric Nursing / RN</b><br>Live the Good Life! Come Join a Winning Team! Specialty/Profession: Pediatric Nursing / RN Location: Amarillo, TX Job Type: Per Diem Pay Range: Competitive Pay! Job ID: HC33904 Shift Available:...                  | Amarillo, TX | 2010-04-02 | Sonic               |
| <b>Long Term Care / RN</b><br>Come Join The Winning Team! Specialty/Profession: Long Term Care / RN Location: Decatur, IL Job Type: Per Diem Pay Range: \$35-\$50 per hour Job ID: PD31905 Shift Available: Multiple shifts, Call for...               | Decatur, IL  | 2010-04-02 | Sonic               |
| <b>Emergency / RN</b>  | Shiprock, NM | 2010-04-02 | Sonic               |

# Idea #7: Contextually Target Visitors

- Targeting against classifieds is hot
- Charge a much higher CPM
- Increase the lead generation quality and volume
- Directly market products & services to consumers based on their search criteria
- Rotate ads on random basis if multiple advertisers

The screenshot shows a car classifieds website. The main listing is for a 2009 Nissan Maxima S, priced at \$22,847.00. The page includes search filters, vehicle details, seller information, and a sidebar with a Nissan advertisement. A green arrow points to the sidebar area.

**2009 Nissan Maxima S**  
\$22,847.00 Estimated Payment 467.82 \* per Month (Excludes taxes, title, license, and dealer fees)

**Seller Information**  
Auto Centers Nissan of Altamonte  
1825 E. Edwardsville Road  
Wood River, IL 62092  
Toll Free: (800) 946-6167

**Details**  
Price: \$22,847.00  
Body Style: Sedan (4-door)  
Mileage: 29,999  
Engine: 3.5L V6 24V  
Transmission: Automatic  
Doors: 4  
Color: Midnight Black  
Stock: 7067  
VIN: 1N4AA1EX9L839387

**Qualstar Home Loans**  
Purchase or Refinance Home Loans  
Local Service: serving Washington since 1952!  
24/7: 1-800-848-0018



# Idea #8: Incentivize Reps to Drive Sales & Retention

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- Target spotlight, featured and more across all classified platforms
- Focus on a different upsell contest each month
- Rewards can vary from money to gift cards to simple recognition (best parking space, wear jeans to work, extra day off, etc.)
- Great way to introduce the sales team to each upsell product and encourage product training
- Case study (the ROI is fantastic):
  - Paper offered a \$100 gift card to every rep who exceeded \$2K in upsells each month. It had one winner the first month and nine winners by the third month (out of 12 total sales reps) = \$900 cost vs. \$18K in new revenue


**Result: Great approach for motivating & retaining top sales reps while rewarding the most productive for their efforts**


# Idea #9: Encourage Robust Self-Service E-Commerce

- Offer online media kit integrated with e-commerce
- Support transactions by:
  - Real estate agents, brokers, FSBO sellers or administrator
  - Auto dealers, dirt lots, private party or admin
- Be creative when defining products, combos, duration and volume
- Measure all e-commerce transactions and adjust based on activity
- Use promotion codes to drive sales
  - Dollar amount or %

**Post your property or rental** *It's fast and easy!*

Reach thousands of qualified **home buyers** and **renters** quickly through NWhomes





### Real Estate Packages

**Online-only**  
Sell it fast! Post a single listing with photos.

**\$75**

30 day listing  
Up to 16 photos  
Ad traffic reports  
Enhancements available

[buy](#)

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**Online + newspaper**  
Reach a wider audience with a combo ad on NWhomes.com and The Seattle Times.

**\$84**

**Print:**  
3 lines of text  
1 day in The Seattle Times

**Online:**  
Ad text  
Up to 16 photos  
7 days online  
Ad traffic reports

[buy](#)



### Rental Packages

**Online-only**  
Rent it fast! Post a single listing with photos.

**\$49**

30 day listing  
Up to 16 photos  
Ad traffic reports  
Enhancements available

[buy](#)

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**Online + newspaper**  
Reach a wider audience with a combo ad on NWhomes.com and The Seattle Times.

**\$83**

**Print:**  
3 lines of text  
1 day in The Seattle Times

**Online:**  
Ad text  
Up to 16 photos  
7 days online  
Ad traffic reports

[buy](#)

### Bulk Posting Packages

Lower your cost per posting!

Bulk posting packages are available for agents, brokerages, property managers and builders. Please contact [sales@nwhomes.com](mailto:sales@nwhomes.com) or 206.464.2255 for more details

[get info](#)

# Idea #10: Hyper-Local Targeting

- Create new markets by launching targeted niche sites
- Niche sites can reach fast-growing or underserved market segments, which allows you to target your competition before they target you
- Great examples: AL.com & Roanoke.com



# Questions?

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