

## Zoes Ad Request Portal Instruction



*The Zoes Employment Ad Request Portal is a partnership with Self Opportunity, Inc.*

This instructional white page will guide you through the ad requesting process on the Zoes Ad Request Portal.

Start by going to [www.postmy.jobs/zoes](http://www.postmy.jobs/zoes), you will see the header shown above in this document.

The site is broken down into three main sections:

- Job Posting Options
- Contact Information
- Recruitment Campaign

**Job Posting Options** is the first section of the site. This section displays the approved ad templates that will be used to post your recruitment campaign. *(Shown Below)* Clicking a template allows you to see the ad in more detail in a gallery window.

### HOURLY



### MANAGEMENT



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**Contact Information** is a required section of the ad request portal for the Self Opportunity team to have a way to contact the requester should there be any questions regarding the request after submission. *(Shown Below)*

**CONTACT INFORMATION**

Please provide the following information.

This information will only be used should Self Opportunity need to reach out to you directly about your recruitment campaign.  
Required fields are marked with an \*

First Name \*

Last Name \*

Email Address \*  
Contact Email, strictly for Internal questions regarding this request.

Phone Number \*

**RECRUITMENT CAMPAIGN**

How many recruitment campaigns do you need? \*  
Select the number of needed campaigns

**DO NOT CLICK SUBMIT UNTIL THE FORM IS COMPLETE.**  
If you click submit before the form is complete you will be sent back to the top of this page, incorrect fields will be highlighted to be corrected.

**SUBMIT**

**Do not click submit until all of your campaigns are completely filled out. If you click submit before all the required boxes are filled, the request will not go through and you will be returned to the top of the page.**

*\*NOTE: The information submitted in this section is strictly for internal questions regarding this request.*

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**Recruitment Campaign.** This section has the ability to hold up to three separate ad requests.

**RECRUITMENT CAMPAIGN**

How many recruitment campaigns do you need? \*  
Select the number of needed campaigns

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Use the dropdown menu under 'How many recruitment campaigns do you need?' to choose the number of request you will submit.

After selecting the number of campaigns needed an equal number of forms will populate. ie: if '1' is selected only one form will populate, selecting '2' will generate campaign 1 and campaign 2 forms, and '3' for three campaigns. *(Shown Below)*

**CAMPAIGN 1**

Select position to be advertised ▼

Select Apply Method ▼

Campaign 1 Store \*

Choose a store ▼

Target candidates in this location \*

City State / Province / Region

ZIP / Postal Code

Posting Options \*

- Indeed (10 days) +\$165.00
- Zip Recruiter (30 days) +\$125.00
- Facebook Sponsored Ad ( 14 days) +\$145.00
- Monster (30 days with 14 day refresh) +\$185.00
- Monster Premium (30 days with 7 day refresh) +\$300.00
- Careerbuilder (30 days) +\$185.00
- JuJu (30 days) +\$125.00
- Craig's List + Market Cost (30 days) +\$20.00

**ADDITIONAL INFORMATION**

Notes

0 of 500 max characters

**‘Select position to be advertised’** is a drop down menu where you select which position or comb positions to be advertised.

**‘Select Apply Method’** Use this drop down menu to choose if the campaign will have either an ‘Email’ or ‘Career Site’ call to action, a corresponding field will populate to receive the call to action.

*Note: Traditionally we see a larger applicant flow for an email call to action but a career site call to action is an option.*

*Additionally, if ‘Email’ is selected, you may enter multiple emails to receive applications. Separate with a semicolon. If ‘Career Site’ is selected it’s advised that you provide a link that guides the potential candidate as far into the apply process as possible to avoid candidate drop off.*

**‘Choose a Store’** is required for billing reference. Should you be advertising for a group of stores in close radius to one another simply choose one, the others may be listed in the ‘Notes’ section at the bottom of the form if needed. The store number will not be referenced in the ad copy.

**‘Target candidates in this location’** is a group of fields; ‘City’ ‘State’ ‘Zip/Postal Code’ to be used as the location where the ads are placed.

*If you are advertising for a group of stores, pick a central Zip Code or a location where you would expect your target candidates to live.*

**'Posting Options'** Choose any combination of options below

Indeed (10 days) +\$165.00

Zip Recruiter (30 days) +\$125.00

Facebook Sponsored Ad ( 14 days) +\$145.00

Monster (30 days with 14 day refresh) +\$185.00

Monster Premium (30 days with 7 day refresh) +\$300.00

Careerbuilder (30 days) +\$185.00

JuJu (30 days) +\$125.00

Craig's List + Market Cost (30 days) +\$20.00

*If a select seems off for any reason or if after submitting we see that you campaign might be more successful we may reach out to discuss the options, if at that time you stick you your choices we will move forward. We do not consider this form a one way communication and periodically make suggestions to improve your campaigns success.*

ADDITIONAL INFORMATION

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Notes

0 of 500 max characters

If you have any additional notes for clarification, please fill out the section above.

Total

**\$0.00**

**SUBMIT**

**'Notes'** the last section of the form is used to communicate any information that was not already communicated via the form.

**'Total'** Regardless of the number of campaigns you select the grand total of all selected posting options will appear in blue here.

Once you have completed the form and are satisfied, click the **'SUBMIT'** button to send your request to Self Opportunity to be processed.

You will receive a confirmation email of your request to the email entered into the 'Contact Email' field at the beginning of the form and you will be redirected to this page.

## Thank you for your recent ad request.

Your request for a posting has been received. If you have any questions, please contact us at [Brad@selfopportunity.com](mailto:Brad@selfopportunity.com), [Brian@selfopportunity.com](mailto:Brian@selfopportunity.com) or call us at 800 594 7036.

Thank you,  
Self Opportunity, Inc.



Questions or comments?

Please contact Brian Medina at 800.594.7036 or by email at [brian@selfopportunity.com](mailto:brian@selfopportunity.com).