

Building a List of Employers

Who are your potential employer advertisers?

1. If you are transitioning from an existing career center, the list of employers you already maintain is your starting point for expanding your list of advertisers.
2. Any existing print employment advertisers are a perfect list of prospects for you because they are already familiar with your organization and the value of recruiting from your members.
3. If you host a career fair, obtain the list of companies that participate. Many of these companies will be interested in posting their jobs on your career center, even if they can't attend the career fair.
4. Other print advertisers or companies that frequently sponsor your programs or events.
5. The companies that exhibit at your conference may also be good prospects for you.
6. You can also purchase targeted lists from:

HR Prof/Recruiters:

Society for Human Resource
Management (SHRM)
Managed by: Direct Media Inc.
200 Pemberwick Road
Greenwich, CT 06830
Phone: 203 532 2445
Fax: 203 532 3766
Contact: Pat Bishop
www.directmedia.com
www.shrm.org/reachingmembers/mailings.asp

The Institute of Management and
Administration (IOMA)
29 West 35th Street
5th Floor
New York, NY 10001-2299
Phone: 212 244 0360
Fax: 212 564 0465
www.institutelists.com/lists_hre.html

College/University Career Counselors:

National Association of Colleges and Employers
62 Highland Avenue
Bethlehem, PA 18017-9085
Phone: 610 868 1421 or 800 544 5272
Fax: 610 868 0208
Contact: Joan Bowser
jbowser@naceweb.org
www.naceweb.org/mediakit/pdfs/allin.pdf

List Brokers (can help find other resources as well as more targeted lists for your needs):

MGILists
209 Madison Street, Suite 300
Alexandria, VA 22314
Phone: 800 899 4420 or 703 739 1000
Fax: 703 549 6057
Contact: Amy Seylor
amy@mgilists.com
www.mgilists.com

As you plan your marketing to employers, remember many will not be familiar with your website, so make sure they can easily find your career center *from your home page*. See the Quick-Start Guide for more information on link placement.

In addition, prior to your launch and for at least one month afterwards, include promotional text about your career center on the appropriate pages of your website:

- a. Home page
- b. Career center splash page
- c. What's New
- d. Convention promo page (if planning an "official" launch at your convention)
- e. Other relevant pages