

### **Monster vs. CareerBuilder - An Employer's Perspective**

As a consultant, I am often asked "Which is better – Monster or CareerBuilder?" I find they are both quite similar in terms of functionality and cost but there is a difference in the way they advertise their site which has an impact upon the candidates who apply via their site.

For example, Monster has become a household name mainly through their extensive advertising. Most job seekers know to go to Monster to search for jobs and post their resume when they are looking. CareerBuilder has chosen to use more of an affiliate marketing approach. They are mainly affiliated with on-line newspapers, such as The St Paul Pioneer Press, and they advertise indirectly through other web sites. Essentially, they pay for referrals that come through other web sites. This helps attract a more passive job seeker.

Both sites would argue their approach provides higher response rates and higher caliber candidates. Through my experience, I have found that Monster ads produce a higher volume of candidates than CareerBuilder for the same ad. I have not noticed a significant difference in the caliber of candidates between the sites.

The Account Managers for Monster and CareerBuilder are very open to negotiating high volume advertising. If your company knows how many positions they will be posting for the year, the Account Managers will work with you to negotiate a lower ad rate in return for the volume.

Monster has a division called MonsterTRAK which I have found to be extremely successful in sourcing fresh college graduates. Through this site, you can reach over 2700 universities, colleges, and technical schools with one posting for \$395. It's much more efficient than posting your position individually at several different schools which each have different processes for posting. I have seen very high quality and volume of candidates from this source.

Overall, I recommend experimenting with both sites to learn which produces the best candidates for your organization.

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