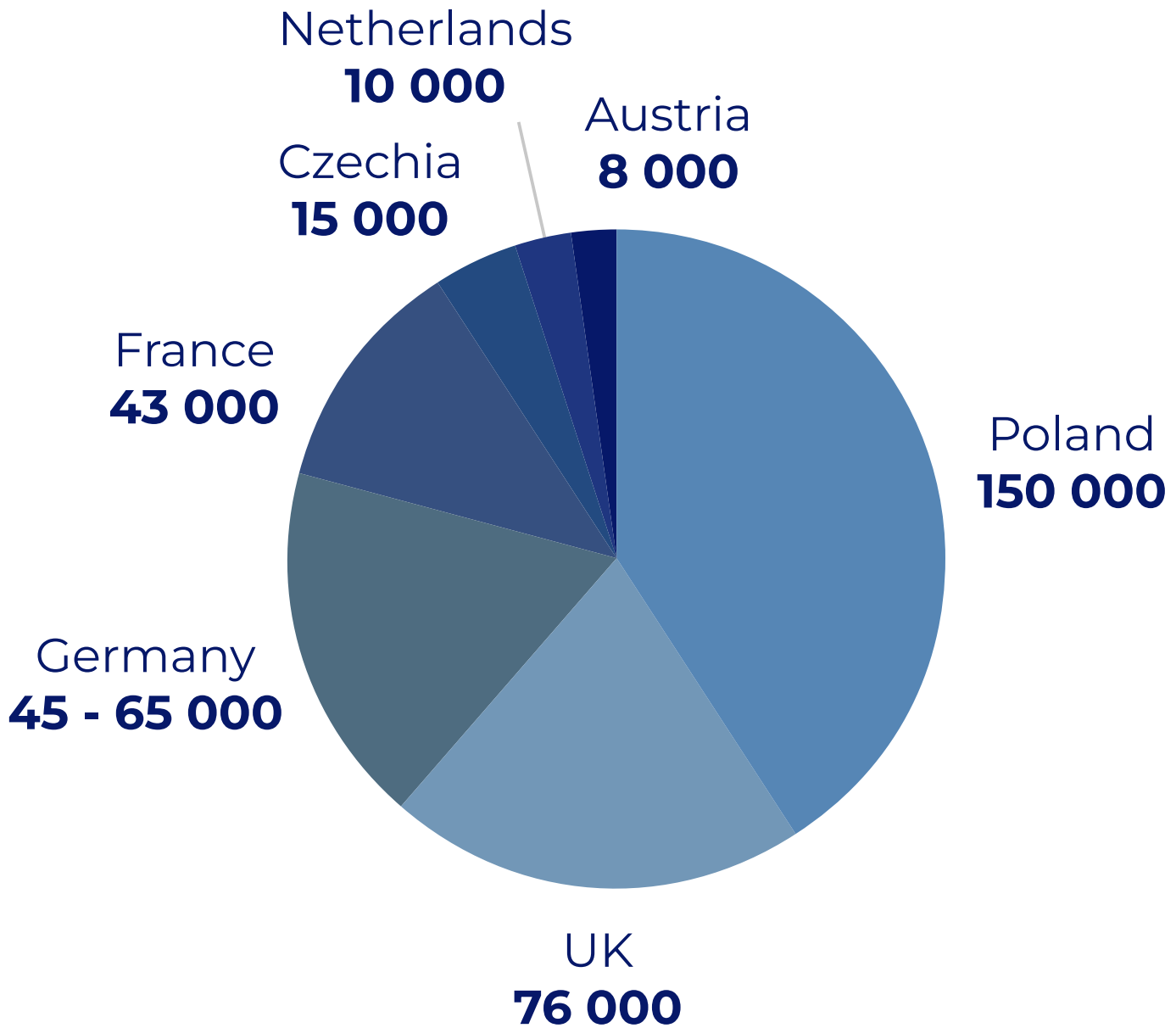




**How did we recruit
dozens of
truck drivers
for Hödlmayr
and how can you
recruit them too?**

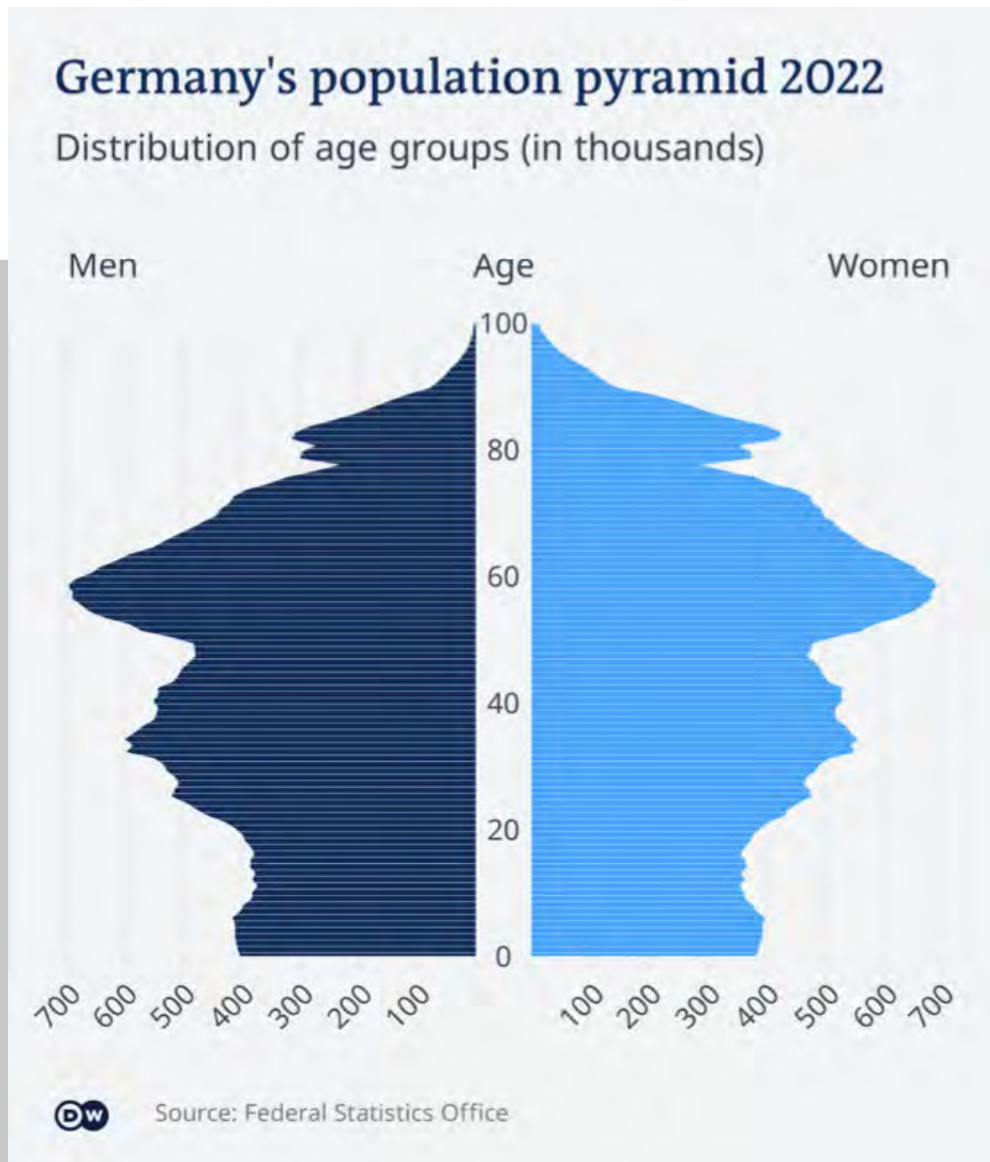


Do you know how many drivers are missing in your country?



**A total of 425 000 drivers
truck drivers across Europe**

The aging population is a ticking time bomb



✘ People of pre-retirement age are now the most numerous. They will be retiring in 5 years and there is no one to replace them.

💡 There'll be 2x fewer people, so you'll have to be 2x better at recruiting.

The state of the European driver market

Country	Monthly traffic on job portals	Monthly traffic on Facebook	Target group size comparison
Germany	13,7 mil.	43,93 mil.	3x
UK	10,2 mil.	44,84 mil.	4x
Poland	7,1 mil.	24,2 mil.	3x
France	2,1 mil.	37,28 mil.	18x
Netherlands	1 mil.	13,37 mil.	13x
Austria	2,8 mil.	5 mil.	2x

Take advantage of the fact that people spend 90 minutes a day on social media



Job portals

- 99% of companies advertise here
- mostly visited by the unemployed and unemployable
- PEOPLE choose companies



Social networks

- only 3.7% of companies advertise here
- reach people working for the competition
 - YOU choose the people



Job portals vs. Campaigns in Germany

3193

number of job ads on the Lkw-Fahrer
job portal (truck driver)
in the last 6 months



874

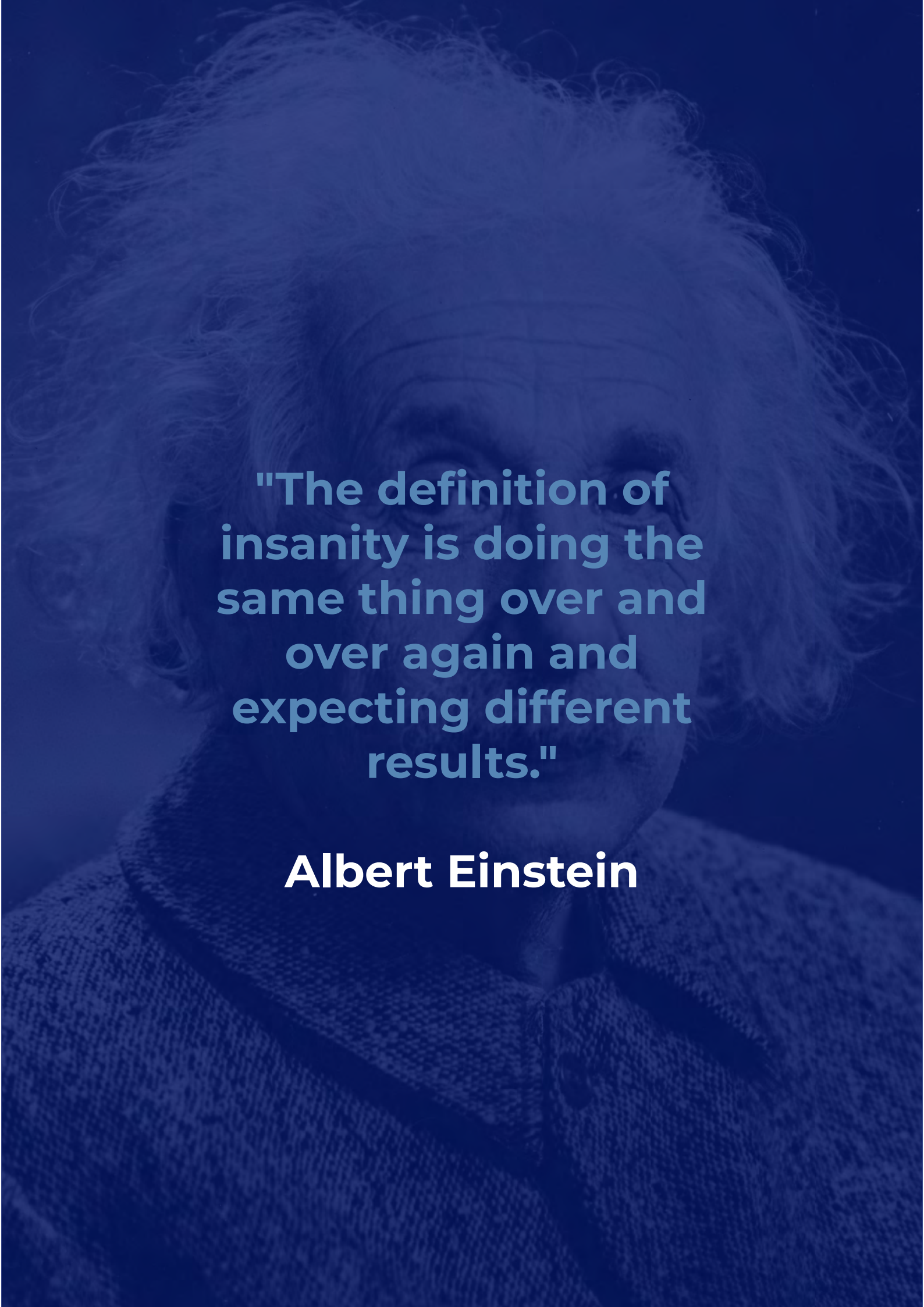
number of recruitment ads
on **Facebook & Instagram** page
Lkw-Fahrer (truck driver)
in the last 6 months

Germany




Even in Germany, which is ahead in recruitment compared to other European countries, only **27.3 %** of companies advertise on **Facebook & Instagram** (compared to job portals).

There is a 4x bigger target audience and 4x less competition for recruitment ads on social media.

A blue-tinted portrait of Albert Einstein, showing his characteristic wild, white hair and a slight smile. The image is overlaid with a quote in white text.

"The definition of insanity is doing the same thing over and over again and expecting different results."

Albert Einstein

A photograph of two men in a meeting. One man is standing and smiling, holding a blue marker, while the other is seated and looking at him. A whiteboard is visible in the background with some faint writing. The entire image has a blue tint.

**If two
do the
same thing,
is it the
same thing?**

Don't worry, most people do it wrong



- ✘ Photo from photobank
- ✘ The text is short and doesn't have an EVP
- ✘ The text is only minimally about candidate benefits

Why our advertising WORKS

**Average earnings
in our company
are twice as high
as in a regular job.**

In addition, you can
work comfortably
from your home.

I'm interested



- ✓ **Authentic photo of a future colleague**
- ✓ **There's a CTA (call to action) "I'm interested"**
- ✓ **Employer value proposition - the strongest benefit is in advertising**

Step over to Bidli

bidli

Do you want to have a salary like in Prague?

New colleagues earn **CZK 40,000** with us.

Experienced colleagues earn over **CZK 100,000**.

I want to work here

NEW YEAR, NEW JOB!
MERRY CHRISTMAS AND A HAPPY NEW YEAR.
A new job as a resolution?

Mubea

Mubea
light.efficient.global.

With us, you will receive a recruitment allowance of 20,000 CZK and other great benefits.

Book an interview

COME WORK WITH US

HOTEL ZLECHOV
RODINA HOTELKOVÁ

Work in the beautiful surroundings of the Plumolov dam in a relaxed, family company, with a fixed salary of 23,000 - 40,000 CZK.

Book an interview in 3 minutes

HOTEL ZLECHOV

A man with short brown hair and a light beard, wearing a white polo shirt, stands with his arms crossed. He is smiling slightly. The background is a solid blue color with a large, faint, white Amazon smile logo behind him. The word 'Amazon' is also faintly visible in the background.

TIP:

Always make sure your FB Pixel is set correctly for your campaign, because if it's not, the effectiveness of your campaign decreases 3 times.

Anyone can fill in capture forms, but the quality of leads will literally be a waste of time

BRUCKER
LOGISTIK DIE BEWEGT

Vor- und Nachname

E-Mail Adresse

Führerscheinklasse

Klasse C

Klasse CE

Wohnort

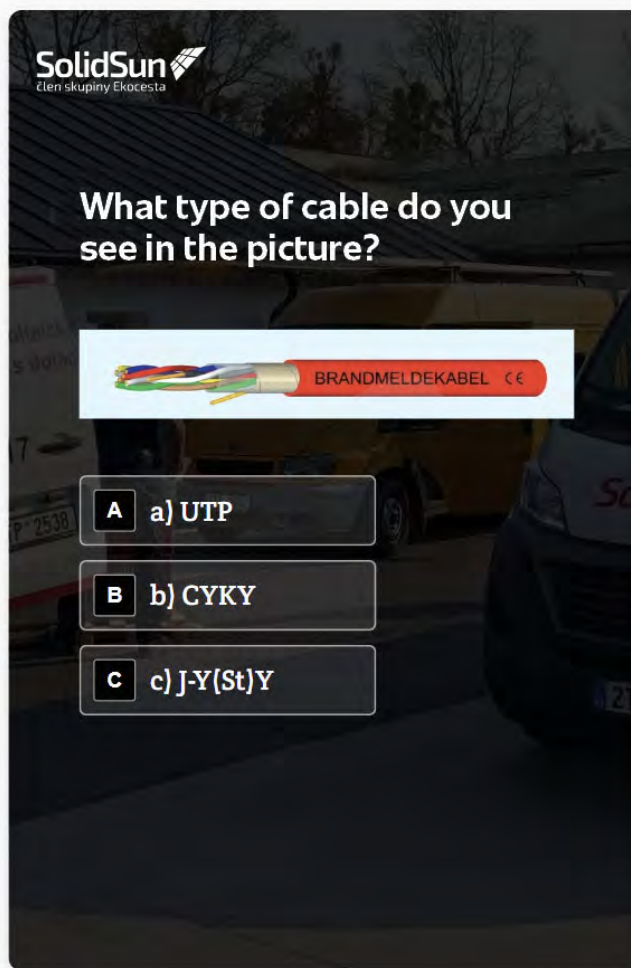
Telefonnummer

Ihr Nachricht

SENDEN

- ✘ Forms that ask all the questions at once convert 150% less - people give up right away
- ✘ It is not possible to qualify through other follow-up questions
- ✘ You don't know which question a candidate left on, and what % of candidates complete the survey, so you can't optimize

Save up to 39% of your time with questionnaires



- ✓ Questions are not visible all at once and cannot be skipped
- ✓ The questionnaire starts with closed questions, which are more interesting for candidates - that's why it has a 30% higher conversion rate
- ✓ We measure the performance of questions and adjust them as needed



**“Elevate
your hiring
game.”**

Prodator

Stop! Don't risk getting beaten by the competition.

Reach out to people working for your competitors on social media and gain an unfair advantage.

Why are we number one in recruitment campaigns?

180+

of recruitment campaigns

1,000+

of hires

20%

success rate from completed interviews

5

one in five interviews ends with a recruitment

19


days average first hire time from campaign launch

How can we make recruitment easier for you?

Discover a new recruitment resource that's faster and half the price.

Let us introduce you to the Prodator method and how it works in less than 2 minutes:





**Have you
calculated
how much it
costs you
per month
to miss a
particular
employee?**

How do our clients evaluate our cooperation?



Andrea Soukupová

HR Marketing & Internal Communication
Specialist for Mubea

Although calling the candidates was more time-consuming than we thought, it has borne the promised fruit of around 20 hires of production operators at 3 different locations.

Mubea has more than 14 000 employees and 49 branches in 18 countries worldwide

“We can't grow because we don't have enough drivers.”
Hödlmayr



Austrian family-owned company
with a history since **1954**

Focus: automotive logistics
Number of employees: 1001 - 5000
Number of missing staff: 20



Incredible numbers: 511 leads in the first month alone and 7 starts for Hödlmayr



Position wanted: Truck driver

Results of our work for the 1st month

Price per lead: 1,23 €

Advertising reach: 63 870

Number of hires: 7

Cost per hire: 512€



A row of white trucks parked in a lot, with a blue overlay and text. The trucks are parked in a line, and the text is overlaid on the image. The text is in white and blue colors.

**An unoccupied truck costs
2000 - 4000 €
per month to lease.**

**Instead of being a company asset,
it becomes a liability.**

**Stop holding back your growth
just because of a lack of people.**

Choose a package according to your needs

MINI

Hires

3 - 5 people

Length of cooperation

2 months

Total

11.000 €

Monthly

5.500 €

Cost per hire

2.200 €

MIDDLE

Hires

6 - 8 people

Length of cooperation

3 months

Total

15.000 €

Monthly

5.000 €

Cost per hire

1.800 €

GROWTH

Hires

9 - 18 people

Length of cooperation

6 months

Total

27.000 €

Monthly

4.500 €

Cost per hire

1.500 €

The Middle & Growth packages guarantee the launch of the campaign within 7 days of signing the contract. For 50% of truck driver campaigns, the first hire happens within 10 days of launch.

***Price includes budget for Facebook and Instagram advertising, which is 30-40% of each package.**

Cost per hire can be even lower

Client	Position title	Campaign length	No. of interviews	No. of hires	CPH
S-Power	Electrician	3 months	36	17	1.000 €
Mubea	Operator	5 months	46	17	395 €
Broker Consulting	Financial advisor	12 months	67	16	1.875 €
Solidsun	Electrician	3 months	16	8	804 €
Hödlmayr	Truck drivers	2 months	31	11	512 €
Amazon	Warehouse man	3 months	212	60	120€



"How many interviews have you had in the last 2 months?"

Our clients have around 15 interviews every month with candidates that we deliver. Every 5th interview from our campaign ends with a hire."

How does it work?



**You don't pay upfront, but
in monthly payments**



**Trial month is
available to you**



**Hire as many people as you want and
pay the same price, so cost per hire
can be the same as at Hödlmayr at
€512 per employee**

Guarantee and trial month



We guarantee delivery of a minimum of 30 qualified leads or 10 arranged interviews or 2 arranged collaborations.



We can set you up with a "trial month" so that you can test the quality and quantity of contacts.

What is a trial month?

If we don't deliver the guaranteed result in the first month of cooperation, it won't cost you an extra penny and it won't even cover our production costs. So we're in the red.

Verified by 



Schindler



TOPQUALITY
TRANSPORT





Does the price of 1.800 € for a new successful hire sound interesting to you?

We have a limited number of clients which we can start working with every month.

Book your appointment here



prodator.cz/en