

CASE STUDY

# Society for Human Resource Management

7-figure revenue growth and a true career destination with YM Careers



300% increase in employer registrations



2x average sales price growth



7-figure increase in career center revenue



200% increase in large job post package sales



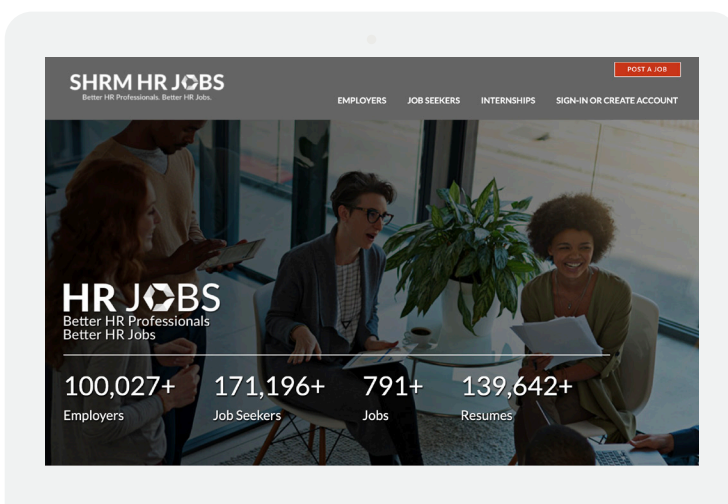
15,000 plus outbound sales activities

## How SHRM leveled up their career center

The Society for Human Resource Management (SHRM) is the foremost expert, convener, and thought leader on issues impacting today's workplace. In 2019, SHRM partnered with YM Careers to create a career center that included a custom job board, unique career development resources to support members, and expert sales and marketing strategies to drive revenue. The partnership resulted in 100% increase in job board revenue and world-class job board experience for their members.

"We wanted a strategic partner who was invested in our success. Since 2019, the sales and marketing support we've gotten from YM Careers has helped us to more than double our revenue. And best of all, our members have a career center that offers them best-in-breed career development tools that keep them returning to the site."

**Megan Sandidge,**  
Sr. Specialist,  
SHRM



## YM Careers Solutions

- World-class member career development destination on cutting edge software platform
- Dedicated sales support making thousands of touches every month to drive employer signups and revenue
- Expert marketing support to drive member engagement through strategic rebrand with integrated logo design, custom campaign development and multi-channel marketing strategy



### Summary

SHRM previously worked with several different job board vendors but was seeking a true business partner who could help them engage members in new ways, collaborate on strategy, and drive revenue to new heights. YM Careers job board gave SHRM the technology, service and resources they needed to accomplish all of their goals.



### Challenges

In addition to needing creative solutions to improve a flat revenue trend, SHRM's job board needed a total overhaul to provide members with a better user experience, including visibility to the right jobs. After SHRM's previous job board provider didn't deliver, SHRM sought a more strategic partner to help them improve revenue and member engagement.



### Results

A new career center from YM Careers was just the tip of the iceberg. In addition to a more than 7-figure revenue growth through expert sales and marketing strategy, SHRM created a true career destination for members. This keeps them coming back to the job board for career development resources, events, resume reviews, jobs and much more.

## Sneak Peek: Resume Sweepstakes Campaign

In December 2020, SHRM HR Jobs and YM Careers launched a resume sweepstakes to drive member engagement and new job seeker sign-ups. The results were astounding:

**366%** INCREASE IN JOB SEEKER SIGN-UPS

**244%** INCREASE IN RESUME UPLOADS

The campaign created better awareness and engagement with SHRM HR Jobs. It also showcased the array of benefits at members' fingertips and positioned SHRM as the go-to resource for career development.

## About SHRM

SHRM, the Society for Human Resource Management, creates better workplaces where employers and employees thrive together. As the voice of all things work, workers and the workplace, SHRM is the foremost expert, convener and thought leader on issues impacting today's evolving workplaces. With 300,000+ HR and business executive members in 165 countries, SHRM impacts the lives of more than 115 million workers and families globally.

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