StepStone

SOCIAL PERFORMANCE ADVERTISING

Your next hire is already scrolling.

Job boards reach the people who are searching. Social reaches everyone else. Stepstone now delivers both, and you pay only for the clicks we guarantee.

70% of the workforce is not actively job searching (LinkedIn Talent Solutions). 64.7 million people in Germany use social media, 77.1% of the population, and the average user spends 2h 21m there every day (DataReportal, Digital 2026, with Meltwater and We Are Social).










250
Guaranteed clicks, Starter

500
Guaranteed clicks, Growth

1000
Guaranteed clicks, Scale

THE SHIFT

Searching is a moment. Scrolling is a habit.

Hiring moved. Most of the people you want are not refreshing a search page, they are in a feed between a friend, a reel and a meme. **Stepstone covers both sides of that shift.** The job board keeps reaching the people who search, social and Google Search reach everyone who never will. Three layers, one roof.

1

Job boards

The active market. People who are searching right now and compare vacancies on their own initiative.

2

Social

The passive market. Facebook and Instagram put your role in front of people who were never looking for it.

Facebook Instagram

3

Google Search

The intent moment. The second curiosity turns into a search, your vacancy is the first result they see.

One partner, one feed, one invoice. No agency in between, no separate ad accounts, no media buying team. **Stepstone has all three layers under one roof.**

PAY PER PERFORMANCE

You buy clicks, not impressions.

- Guaranteed click volume per package
- No lost spend on empty reach
- Transparent and risk free
- Fixed price agreed up front
- Budget shifts to what performs
- Delivery reported per campaign

THE HIRING JOURNEY

Four steps from vacancy to candidate.

Warehousing, transport, care, technical trades, retail, hospitality, manufacturing and customer service. The roles you hire at volume.

STEP 01
You post your jobs through an XML feed, once.

STEP 02
Stepstone converts every job into a social ad.

STEP 03
Stepstone distributes it across the social channels.

STEP 04
You pay only for the clicks generated.

THE INTRO OFFER

Facebook Instagram Two channels to start with. More follow as the programme grows.

STARTER
250
guaranteed clicks
€ 169
One vacancy, one campaign. The fastest way to see what social adds on top of your job board results.

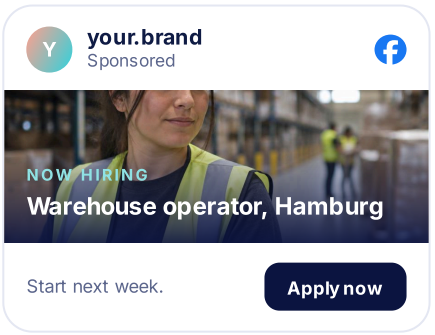
MOST CHOSEN

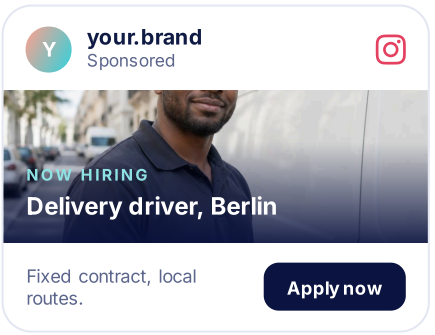
GROWTH
500
guaranteed clicks
€ 339
For roles you need to fill properly. Enough volume to reach beyond the people already searching.

SCALE
1000
guaranteed clicks
€ 679
Hard to fill or high volume roles, where you need to keep the funnel full week after week.

IN THE FEED







EMPLOYERS ALREADY HIRING THIS WAY. ILLUSTRATIVE CREATIVES ABOVE.

CLIENT LOGO | CLIENT LOGO | CLIENT LOGO | CLIENT LOGO | CLIENT LOGO

Start with one vacancy.

Pick a role you are actively hiring for with room to grow. We will run it on social alongside your job board campaign and show you what it added.

StepStone

Prices excluding VAT, confirmed by your Stepstone contact

StepStone