StepStone

SOCIAL PERFORMANCE ADVERTISING

Your next hire is already scrolling.



Searching is a moment. Scrolling is a habit.

The person you want to hire is not refreshing a search page today. They are in a feed, between a friend, a reel and a meme. If your vacancy is not there, it does not exist for them.

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.



70%

of the workforce is not actively job searching, so job boards never see them

LinkedIn Talent Solutions

64.7m

social media users in Germany, 77.1% of the population

DataReportal, Digital 2026 Germany

2h 21m

average time a person spends on social media, every single day

DataReportal, Digital 2026 Global Overview

StepStone

Three layers of reach. One roof.

1

Job boards

The active market. People searching right now, comparing vacancies on their own initiative.

2

Social

The passive market. Your role appears in the Facebook and Instagram feeds of people who were never looking for it.

3

Google Search

The intent moment. The second curiosity becomes a search, you are the first result.

One partner, one feed, one invoice. No agency in between, no ad accounts to manage. **Stepstone has all three layers under one roof.**

PAY PER PERFORMANCE

You buy clicks. Nothing else.

- **Guaranteed click volume**
  Agreed up front and delivered, or we keep running until it is.
- **Fixed price, no media surprises**
  One amount per package. No bidding, no fluctuating CPMs on your invoice.
- **No lost spend**
  You are not paying for impressions nobody noticed.
- **Transparent and risk free**
  You know exactly what you get before the campaign starts.

THE HIRING JOURNEY

From your feed to their feed.

Four steps. Only the first and the last one involve you.

STEP 01

You post your jobs via an XML feed.

YOU

STEP 02

Stepstone converts your jobs into social ads.

STEPSTONE

STEP 03

Stepstone distributes them across social channels.

STEPSTONE

STEP 04

You pay only for the clicks generated.

YOU

WHERE IT RUNS

One job. The two feeds they open daily.

The intro packages run on Facebook and Instagram, the two platforms with the deepest reach into the passive market in Germany. Your vacancy is rebuilt for each surface in the format that platform rewards.



Facebook

The broadest reach in the passive market. Feed and Marketplace placements, strong for volume and blue collar roles.



Instagram

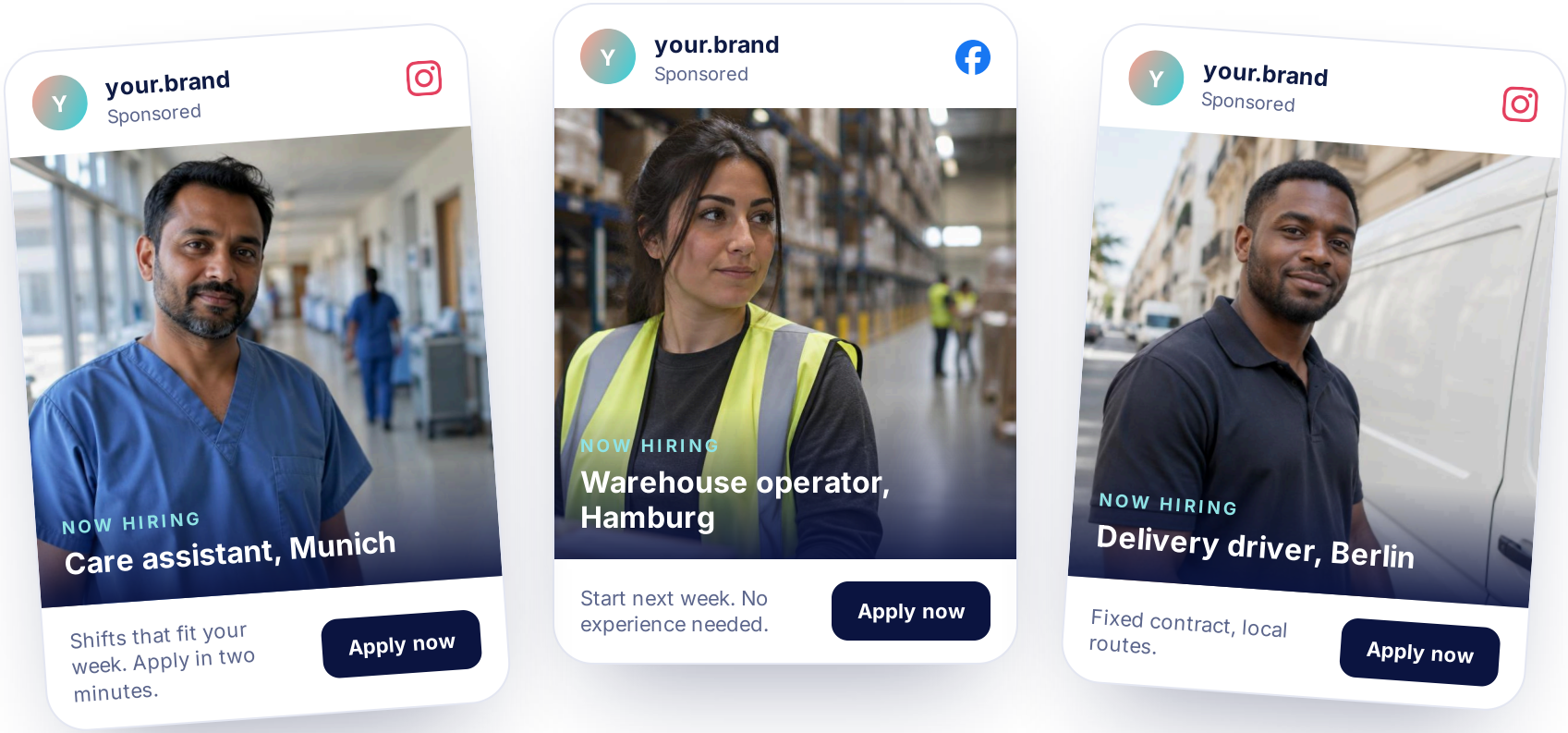
Stories and reels, where the under 35 audience spends its attention every single day.

Google Search and Display sit ready in the same platform and join once the programme grows beyond a single vacancy. **Same feed, same invoice.**

StepStone

This is what your vacancy turns into.

Every job in your feed is rebuilt as a native social ad. Your name, your role, your city, in the format the platform rewards. No templates that look like a job board screenshot.



Illustrative creatives. Your real ads are built from your own vacancies, logo and brand colours.

StepStone

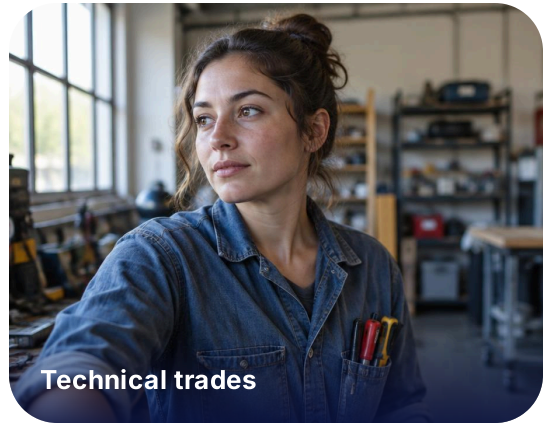
The people you hire at volume.

Warehousing, transport and logistics, care, technical trades, retail, hospitality, manufacturing and customer service. The roles where the active market simply runs out.





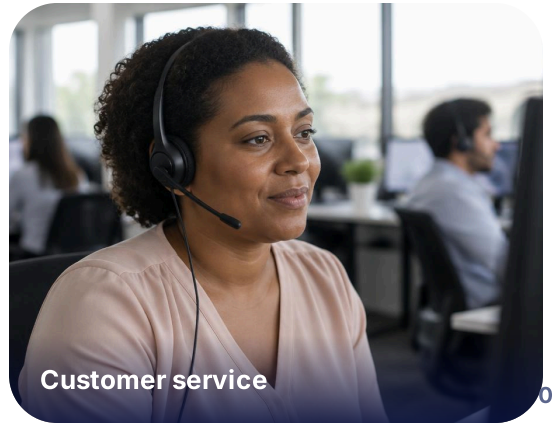












SOCIAL PROOF

Employers already hiring this way.

Logos and results to be confirmed with your Stepstone contact before this deck goes to a client.

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

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

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Result placeholder, for example clicks delivered on a single warehouse vacancy.

Sector, region, campaign length

Quote placeholder. One sentence from a hiring manager on what social added on top of the job board.

Name, role, company

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Result placeholder, for example applications from candidates who were not searching.

Sector, region, campaign length

THE OFFER

Pick your click volume.

Facebook Instagram Intro offer, two channels to start with.

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 well beyond the active market.

SCALE

1000

guaranteed clicks

€ 679

Hard to fill or high volume roles, where the funnel has to stay full week after week.

Prices excluding VAT, confirmed by your Stepstone contact.

PRACTICAL

What you get, what we need.

Included

- Ad creative built from your vacancy
- Facebook and Instagram placements
- Continuous optimisation during the flight
- Delivery reporting on clicks

From you

- Your job feed or a vacancy link
- Logo and brand colours
- A working application page
- Go ahead on the package

StepStone



NEXT STEP

Start with one vacancy.

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