



Hire Your Ideal Candidate for the Job

Hiring your ideal candidate is essential for building a strong and effective team. By clearly defining the skills, experience, and cultural fit you seek, you not only streamline the recruitment process but also attract individuals who align with your organization's values and goals.

Learn how this manufacturing plant leveraged digital marketing in a rural area to build a dream team from the very beginning.

Manufacturing Plant in Roanoke, Virginia

The Roadblock

A manufacturing plant was opening a new plant location in a rural area, but they were struggling to find qualified leads to hire for various shifts. They had previously tried and failed at using a medium that could target the right audience in a smaller geographical area.

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The Goals

1. Find qualified potential candidates for hire that already live locally to decrease time of transitioning them from current job to new location.
2. Track the potential candidates from seeing the ads to scheduling an interview to walking into the new plant's location.

The Game Plan

Competitor Geofencing



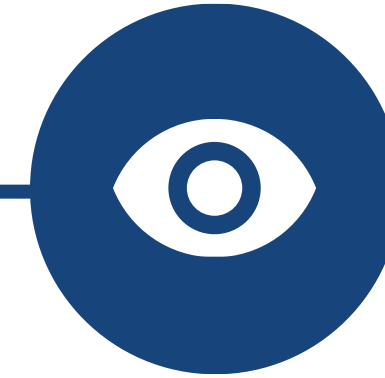
Geofences were placed around competitor manufacturing plants to draw recruits with previous knowledge of shift work and experience to their new plant's location by promoting hiring incentives. Additionally, the client could match up incoming conversion leads with what facility the user had previously been working at.

Graduates Geofencing



We placed geofences around technical college programs that fit the job descriptions the plant was needing and tech high school programs in the nearby area. Although the candidates would not have as much experience as the competitor candidates, they would be eager to interview and have a job lined up after graduation.

Keyword Retargeting



We generated a list of terms relating to job interviewing, specific skills needed for occupation, and industry terms. When an individual would be searching for or reading about these keywords online, we would then be able to serve them advertisements and could follow their online engagement with the ads.

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3,529
clicks

0.13%
CTR

179
visits

The Results

Throughout the six month flight of the campaign, we were able to track both online behaviors such as website traffic. Eventually, the campaign tracked in-person conversion to the new plant location as applicants arrived for interviews and starting the newly hired position. The client was able to match up hires with their previous job experience and education for further confirmation of campaign success.

The client chose to run several ad sets with different incentives listed and images of various worker demographics. We were able to report back which messages were the most responded to through website conversion and resulted in candidate interviews.

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