

SUMMARY

Casino Company: Filled Job Fairs with Qualified and Interested Candidates through Programmatic Job Advertising

THE CHALLENGE

The company was having difficulty filling open positions and was struggling to find the right applicants.

THE SOLUTION

They hired Triadex Services to target potential applicants through Facebook, Instagram and programmatic display to promote an upcoming job fair at one of their locations. Triadex Services was able to target people within a 20-to-30-mile radius of the location who were jobseekers in the industry or expressed interest in changing careers. Throughout the campaign, they tracked the digital conversion of each platform, the performance of different ad sizes and the performance of the different audiences to allow for resource optimization.

THE RESULTS

The campaign yielded a click-through rate that was considerably higher than the benchmark rate.

The company had so many attendees at the job fair that they were able to fill all of their open positions and had to turn people away by the second day.

LESSONS LEARNED

- Have a messaging schedule that changes the messaging as the event nears. As the event date approaches, the message should be more urgent to capture audience attention and encourage action.
- Keep monitoring campaign analytics in real-time to optimize resources based on what is observed. For this campaign, Triadex noticed that Facebook was especially effective so they were able to shift resources to Facebook to maximize the results.
- Feature high-quality, uplifting images of current employees in the role rather than stock photos. In terms of creative execution, this approach had a great deal more success.

CASE STUDY SOURCE

Interview with Triadex staff. Contact information available upon request.

