# FEDERATED
## DIGITAL SOLUTIONS

# RECRUITMENT CASE STUDY
## *BIG C LUMBER*

### THE CHALLENGE:

Big C Lumber had 8 open positions between 10 locations throughout Michigan and Indiana. The goal was to get more quality applicants to apply for the openings.

### THE STRATEGY:

The first strategy was creating a customized display ad campaign that targeted possible job seekers based on keywords for the jobs that were open in the 10 locations. Multiple tactics were used including geofencing companies with similar employees as well as buying inventory on premium website specific to consumers looking for jobs such as Indeed.com & Monster.com. In addition, a Facebook Targeting campaign was created to enhance the display campaign. Creating a customized & targeted audience and then delivering Big C Lumbers message to those consumers as they were searching for new job opportunities was the strategy created to run for 6 months.

### THE RESULTS:

Within the first month, the client had more quality applications than they had received in the prior 6 months and by the end of the 90-day campaigns they had filled all 8 open positions so the client was able to cancel the last 3 months of the campaign.

## RECRUITMENT CATEGORY

### CHALLENGE

*Fill 8 positions in 10 locations*

### BUDGET

*$2,500 / Month*

### RESULTS

*Filled all 8 open positions in a 3-month time period*