



INCREASING AWARENESS THROUGH

EMPLOYER BRANDING

ON CONSUMER CHANNELS

HIRECLIXSTORIES

Employer Brand Network

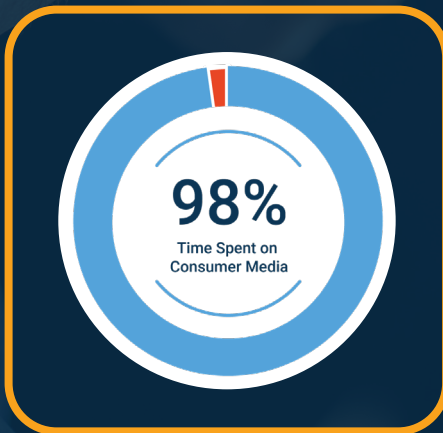
THE CHALLENGE

INCREASING AWARENESS THROUGH EMPLOYER BRANDING ON CONSUMER CHANNELS

After developing a new Employee Value Proposition (EVP), a global advertising and marketing technology company needed to evolve their recruitment marketing strategy. Their prior approach relied heavily on direct response job board channels, which limited opportunities to build broader brand awareness and engage passive candidates.

With job seekers only spending 2% of their time on job boards for employment opportunities, HireClix identified a critical gap. As their dedicated recruitment marketing agency, HireClix recommended including the Employer Brand Network (EBN) in the client's recruitment marketing strategy to introduce the revitalized creative into the

marketplace and provide a strong advantage in a competitive talent landscape. By leveraging EBN, the client would capture the attention of passive job seekers through channels like Facebook, Instagram, Spotify and Reddit. This strategy would create multiple touchpoints for potential candidates to engage with the client's employer brand and make a lasting impression.





THE APPROACH

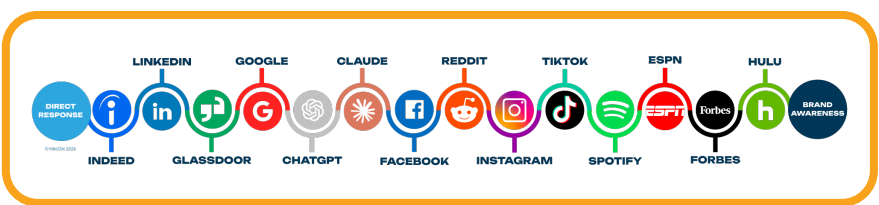
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The HireClix team leveraged their extensive industry knowledge to create a campaign strategy combining display, social, and audio channels to reach the client's target audience within their priority markets on these various digital platforms. The HireClix team also recommended continuing direct response sponsorship throughout the campaign to provide additional share-of-voice in the marketplace.

- ✓ Developed a multi-channel campaign strategy (display, social, audio) to reach target audiences in priority markets
- ✓ Implemented source tracking to accurately measure ROI based on career site traffic and applicant conversions
- ✓ Launched campaigns using a phased approach to test engagement and optimize performance
- ✓ Expanded the campaign by extending the flight and activating additional channels to maximize reach and momentum

HireClix partnered with the client to ensure that appropriate source tracking was set up and properly enabled in order to provide accurate data based on career site visitors and applicant conversions. After assembling the various creative assets required for the different advertising channels, the campaigns were launched with a phased approach across channels to test for engagement in the marketplace.

After seeing positive initial results, the client and HireClix decided to extend the campaign's flight and activate additional consumer media channels to maximize the momentum and reach.





THE RESULTS

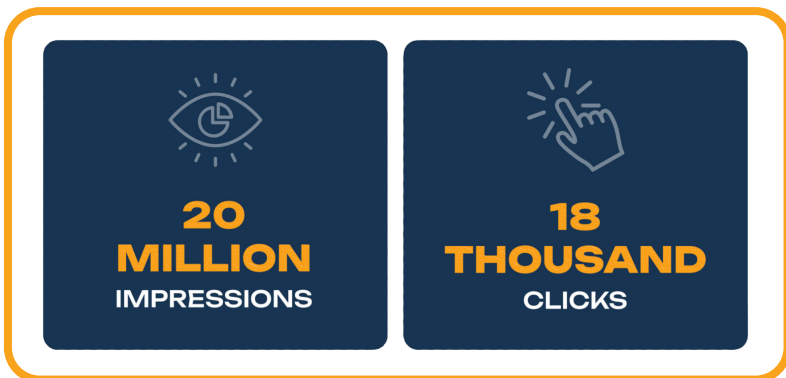
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With the extended campaign, the HireClix team successfully introduced refreshed creative that aligned with the client's new EVP and supported their hiring goals in previously untapped markets. Year-over-year, new user visitors increased by 82%. In total, the campaign brought in over 20 million impressions with over 18 thousand clicks.

Additionally, these campaigns achieved significant efficiencies across consumer channels: attracting audio visitors cost 66% less than the industry benchmark, and display came in 38% below.



By reaching new audiences and increasing overall engagement and visitors to their career site, the HireClix team showcased the value of incorporating employer branding into the client's ongoing recruitment marketing strategy.





INNOVATING FORWARD

**ARE YOU READY TO ELEVATE
YOUR RECRUITMENT MARKETING
STRATEGY WITH THE HIRECLIX
EMPLOYER BRAND NETWORK?**

Contact HireClix - sales@hireclix.com