

A SOCIAL MEDIA SUCCESS STORY

NAS helped Ross and dd's Discounts attract thousands of engaged candidates through a targeted Facebook campaign with above-average performance and strong ROI.

RETAIL ASSOCIATES

OUR BACK
TO SCHOOL
HIRING BLITZ
STARTS NOW!

ROSS
MORE FOR LESS

dd's
DISCOUNTS

APPLY TODAY



ROSS
MORE FOR LESS

NOW
HIRING
RETAIL
ASSOCIATES

LEARN MORE

LEARN MORE



CHALLENGE

Ross Stores and dd's Discounts needed to quickly hire Retail Associates nationwide during a competitive Spring hiring season. With fewer applicants in the market, they required a fast-acting, visually compelling strategy to capture attention and drive applications.

SOLUTION

NAS launched a targeted Facebook campaign with engaging creative and clear CTAs, separately promoting Ross and dd's in relevant geographic areas to maximize reach and results.

1

Eye-catching visuals featuring real employees highlighted the Hiring Blitz and attractive benefits, such as store discounts.

2

Facebook posts were geo-targeted and brand-specific, optimized for clicks and conversions.

3

A streamlined application link made it easy for candidates to apply immediately.

RESULTS



527,601

total impressions

2,826

link clicks

0.53%

click-through-rate (CTR)

\$3.54

cost per click (CPC) - better
than industry average

dd's

7,167 average reactions,
nearly 3,000 shares

Ross

9,324 average reactions,
1,365 shares