

Eastern PA Hiring Expo

Problem

How do you provide hiring solutions for a fast-growing competitive job market?

Solution

Use mixed OOH and Social Media to appeal to a wide range of job-seekers.

Background

Site Selection Magazine ranked the Lehigh Valley second globally in economic growth. This growth has made hiring a top priority for companies small and large in the Lehigh Valley. Several local media outlets over the last few years have hosted multiple hiring events throughout the year and attendance at these events is usually scant.

Objective

The first need was to target the employers and sell sixty booths to companies looking to hire. The second phase was to generate excitement and drive pre-registration for the candidates, ultimately filling the stadium with five hundred plus candidates.

Strategy

1. Using AOA's digital billboard network to first target employers, then job-seekers.
2. Online Advertising Strategy: Online targeted display ads through keyword/search re-targeting, IP Address targeting, and site re-targeting.
3. Social Media Strategy: Continuously post and share on sales team's accounts to increase reach on LinkedIn, Facebook, and Twitter.
4. Event Website: Provide value with website by including each company's logo and links to their websites. The website served to announce updates, speakers for breakout sessions, and pre-registration. All website activity was linked to our social media.
5. Event Strategy: Host the event at the centrally located PPL stadium.

Plan Details

OOH Digital Network Plan: Minimum 90% market reach – 46 digital displays were needed using Geo Path OOH Ratings, to produce the reach. The Creative team provided a 5-part advertising campaign.

9/21/2017 – 9/28/2017 (1 week) - Initial Announcement with date and place.

9/29/2017 – 10/18/2017 (3 weeks) - Launch campaign targeting employers.

10/19/2017 – 10/27/2017 (9 days) - Launch campaign targeting job seekers.

10/28/2017 – 11/1/2017 (5 days) – Promote perks to those attending.

10/28/2017 – 11/1/2017 (5 days) – Daily countdown leading up to the day of the event.

Online Targeted Display Plan:

10/2/2017 – 11/1/2017 – Deliver 2 million online targeted display ads using a various tactics to target active and passive job seekers. Tactics included geo-fencing, event targeting, IP Address targeting, keyword/search re-targeting to first qualify, then deliver display ads to those researching and actively looking for other jobs through their online searches. Re-target those who visit the Eastern PA Hiring Expo website.

Website Plan: Website- www.easternpahirningexpo.com

Website launched on 9/20/2017 to showcase employers and pre-registration. Provide value with website by including each company's logo and links to their websites. The website served to announce updates, speakers for breakout sessions, and pre-registration. All website activity was linked to our social media.



Social Media Plan: Daily Facebook Posts. Continual posts to other job pages. Use hashtags to gain more attention and adding additional reach through social media. Share posts on LinkedIn, with recruiters and human resource managers. Tweet companies as they commit to the expo.

Results

OOH Results:

Timing: 9/21/2017 - 11/1/2017

Total Digital Faces Used: 46 Units

Total Impressions Delivered: 12,959,693

Total Market Reach: 94.6%

Frequency: 15.2x

Website Results:

Website went live: 9/20/2017

Analytics Timing: 9/20/2017 - 11/1/2017

New Visitors: 3,743

Total Sessions: 5,115

Total Page Views: 12,458

Analytics Demographics:

46.8% Male

53.2% Female

45 - 54 Age group visited website most frequently

Online Advertising Results:

Adams Outdoor Extended

Impressions Served: 2,056,794

Total Clicks: 3,553 - 0.17% CTR (National Average is 0.08%)

Geo-fences, IP Address Targeting, and Event Targeting Results: 126 Total Conversions to Expo

Event Results:

Booths: 60 (sold out)

Pre-registered on the website: 230

Total Event Attendance: 950

Estimated jobs fulfilled: 135