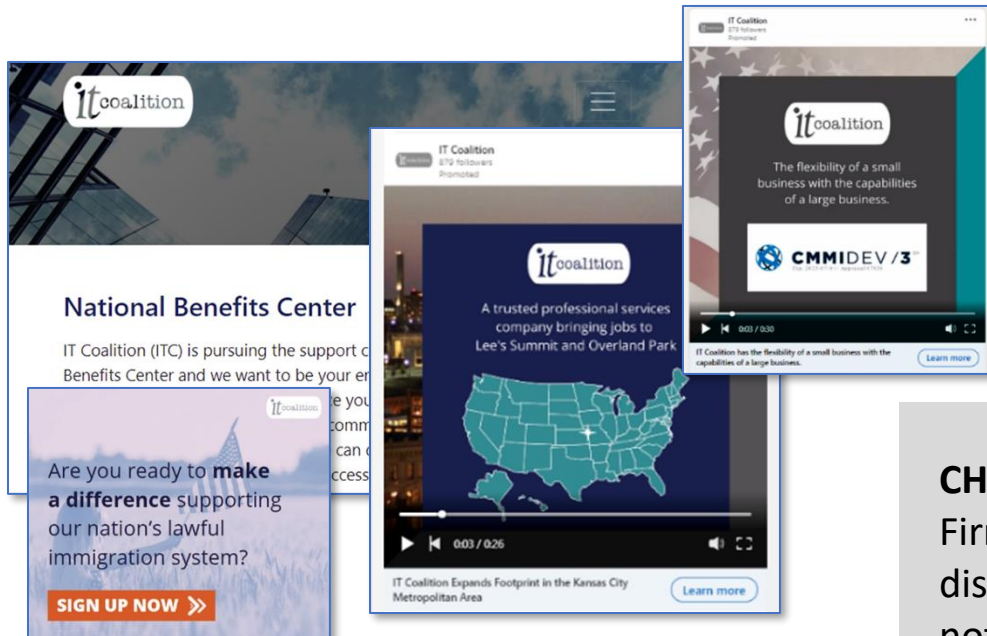


CASE STUDY

Civilian Capture Support Marketing Campaign



1000-person IT and business solutions firm

CHALLENGE

Firm was geographically distant from client and not travelling due to COVID. Firm also needed to prove they could recruit and hire staff if awarded the contract.

GOAL

Establish firm as a reputable business in the region. Increase name and recognition and promote win themes in KS and MO. Build a database of contingent hires to include in bid response.

SOLUTION

Build landing page and did targeted digital advertising of win themes on LinkedIn. Optimized careers section and developed ads to target contingent hires via Facebook.

RESULT

Client organization has provided qualitative feedback that they have heard of the firm and are aware of its reputation. Campaign page ranking in top 3 pages for site traffic. More than 15 applicant conversions on the web form.

REFERENCE

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