

THE CHALLENGE

There was a major shortage of field technicians within this CAT dealership group, and very few applications were coming in for roles that needed to be filled urgently. How do we reach experienced Field Technicians, and entice them to apply?

THE SOLUTION

Focus on reaching candidates through social media. Promote competitive benefits, address recent increases in workplace burnout, and showcase career growth opportunities. The final step was to make it easy for them to apply via Facebook lead ads with an automated email response process.

THE RESULTS

In less than a year, we have seen over 2,800 qualified applications across all campaigns, and the apprenticeship program opportunities were completely filled within the first two months of the campaign launching.

Technician Recruitment Messenger Leads

We ran FB Messenger ads to encourage quick applies through conversational screening process.

166

Qualified Applicants

34,972

Ad views

with an average cost-per-acquisition of

\$6.95

Promoted Posts

We promoted employee spotlight posts with links to apply. Focusing on successful career growth and overall career enjoyment

3,426

Post engagements

45,552

Ad views, building awareness of happy, successful employees.

with an incredible Cost-Per-Click of

\$0.20 cents

MOST SUCCESSFUL STRATEGY
FOR RECRUITMENT LEADS YET!

Facebook Leads

We ran FB Lead ads to promote quick applies and grow 1st party data for re-marketing efforts.

2,658

Leads received

1,316,707

Ad views, building awareness of CAT and their recruitment efforts.

with an impressively low Cost-Per-Lead of

\$10.78