



MARKETING REFRESH

SUCCESSFUL QUALIFIED JOB CANDIDATE CAMPAIGN

Allegiance Staffing is a national staffing agency specializing in the placement of qualified full-time and temporary workers in the warehouse, light manufacturing, hospitality, healthcare, clerical, and call center industries. Allegiance has 40 locations across the United States, and this case study focuses on a campaign we created for the Sumner, WA location.

Allegiance^{*}
Staffing[®]

The Problem

The owner of the Sumner, WA location contacted us because his recruiters were having a hard time finding qualified candidates for hundreds of job openings they had with their clients in the Pacific Northwest. There was a lot of competition for workers in that area, and our client knew that they would be able to offer a range of job opportunities with attractive compensation and opportunities for advancement.

The office needed a quick way to build a high-quality candidate pool at a budget that would deliver ROI.

The Solution

We analyzed the target audience and geographic market, as well as the competition for the keywords they should target. Ultimately, we implemented an aggressive digital ads campaign:

- Conversion-oriented campaign landing page
- Optimized location page for local SEO
- Optimized Google Business Profile for local SEO
- Click and text to apply ads
- Google ads
- Geo-targeted ads surrounding competitors' locations

The Results

A **conversion-driven** campaign

52% YOY growth
in job candidates

9% YOY decrease
in cost per job candidate lead



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Campaign Landing Page

FOR IMMEDIATE ASSISTANCE

CLICK TO TEXT

Allegiance Staffing

Warehouse Jobs

- Fork Lift Operator
- Warehouse Associate
- Freight Handler

GET A JOB TODAY!

STARTING AT

\$18

PER HOUR

Contact a recruiter today to find a **full-time** job that works for **YOU!**

Shifts	Locations
• 4-day 10-hours	• Tacoma
• 5-day 8-hours	• Fife
• Days, Swings, Weekends	• Auburn
• Overtime Available	• Lakewood
	• Sumner

“Management takes the time to train you in order to make sure you are doing your job correctly. One of the best jobs I’ve ever had. I also received a raise within the first 4 weeks.”


Temporary Employee - Tacoma, WA

Click-to-Text Ads

Ad · allegiancestaffing.com/warehouse/jobs

Starting at \$22.75/hr | Find Your Next Job | Text To Apply Today

There is no cost to you for our job placement services. Click to connect with a recruiter! Let us get you out to work fast with great companies! 10...



Hiring FAQs

Jobs

Employee Programs

Job Search Resources

Ad · allegiancestaffing.com/warehouse/jobs

No Experience Necessary | Text To Apply Today | Now Hiring Warehouse Workers

Click to connect with a recruiter! Let us get you out to work fast with great companies! Find Jobs In Sumner and surrounding areas. 10 Years Best In Staffing. Long-Term Careers. High-Paying Jobs. No Cost Placement Service...

Hiring FAQs

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Call (253) 750-0046

Google Ads

Ad · allegiancestaffing.com/warehouse/jobs

No Experience Necessary | Order Picker Jobs | Starting at \$22.75/hr

There is no cost to you for our job placement services. Click to connect with a recruiter! Let us get you out to work fast with great companies! 10 Years Best In Staffing. Long-Term Careers. High-Paying Jobs. No Cost Placement...

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“
Aaron and his team are always willing to make changes on the fly and ensure our marketing program is successful.
”

- Keven Baumann, Director of Operations (West Region)