

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.



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

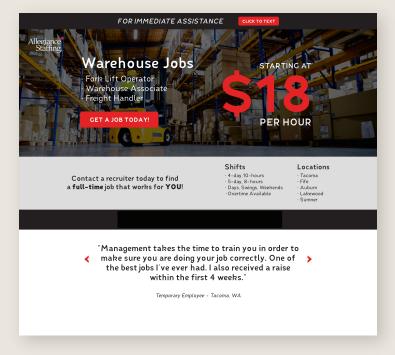
A conversion-driven campaign

52% YOY growth in job candidates

9% YOY decrease in cost per job candidate lead



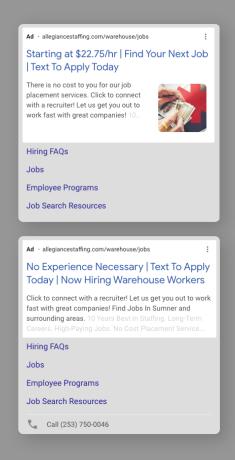
Campaign Landing Page



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)

Click-to-Text Ads



Google Ads

