

CASE STUDY:

REPUTATION MANAGEMENT - AN EMPLOYER BRANDING STRATEGY

Challenge

MVL, had hiring needs in a very competitive market where they were battling for drivers with larger carriers. In assessing their brand presence, we felt that potential drivers might have difficulty making the connection between the name Morgan Van Lines and MVL (how they refer to themselves colloquially on the web). We had a hunch this challenge of brand recognition was making it more difficult to recruit drivers.

Solution

Conversion implemented our Reputation Management tool to increase online brand reputation, boost positive truck driver reviews, and highlight positive reviews on the MVL driver recruitment landing page.

