



# Cutting Off Recruitment Marketing When Freight Slows Down is **RISKY**



When freight slows down, historical data shows that when the rebound occurs, driver needs accelerate rapidly, and carriers who continued to invest in their employer brand **WIN IN DRIVER RECRUITING.**



Made the decision to **remain invested** in the carrier's employer brand – even when their driver needs decreased.

Dramatically **cut off investment** into recruitment marketing upon a decrease in driver needs.

## FOR 4 MONTHS

Cut recruitment marketing spend less than **5%**

Strategy shifted from lead generation strategy to **top-of-funnel branding strategies**



Cut recruitment marketing spend by **85%**

Strategy was **removed** from recruitment marketing



Leads **increased** by **19%** during 4 month period

Maintained **strong** driver pipeline

**Drained** driver pipeline

Lost **96%** of lead volume in 4 months



## AT 5 MONTHS

Continued to **maintain** recruitment marketing spend

**Doubled spend** on recruitment marketing to try to rebuild driver pipeline

By month 8, driver needs demanded **42% more spend** than pre freight slowdown

## RESULTS

Developed **brand preference** among driver market even when freight was slow and driver needs were down.



Lead and app volume **maintained** and when freight rebounded fiercely, the pipeline was ready to meet driver needs with no increase in spend.



It took **8 months before application volume returned** (with almost double the spend).

It took **12 months** to get to same hire numbers pre freight slowdown.



The app volume wasn't meeting driver needs when freight rebounded, so **more spend was required.**

15 months after dramatically cutting recruitment marketing spend, lead volume had still **not fully recovered.**

