

# CASE STUDY:

## DIVERSE DIGITAL AND SOCIAL MEDIA PLAN DRIVES AN UPTICK IN HIRES FOR BULK AND COASTAL TRANSPORT

### Challenge

Bulk Transport & Coastal Transport were struggling to achieve their driver recruiting goals. They wanted to improve hires and receive more full applications. Conversion was brought in to build a comprehensive media plan focusing on driver retention and lead nurturing to combat these challenges.

### Solution

In order to improve these pain points, we implemented a diverse digital and social media strategy, and added Lead Assist Pro to the strategy. Their recruiters were overwhelmed with leads and response time was delayed so by adding Lead Assist Pro, we utilized the lead nurturing and chatbot features to also act as another recruiter that's working "after hours" and nurturing those leads to get the information needed to make contact and get more full applications.

### Results

Hires increased for BTC by 67% in the first 3 months with Lead Assist Pro serving as a key source and tool driving those hires.

#### Challenge:

Increase number of full applications to support improving overall hires



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