

# CASE STUDY:

## A COMPREHENSIVE MARKETING PLAN LEADS TO SIGNIFICANT SAVINGS

### Challenge

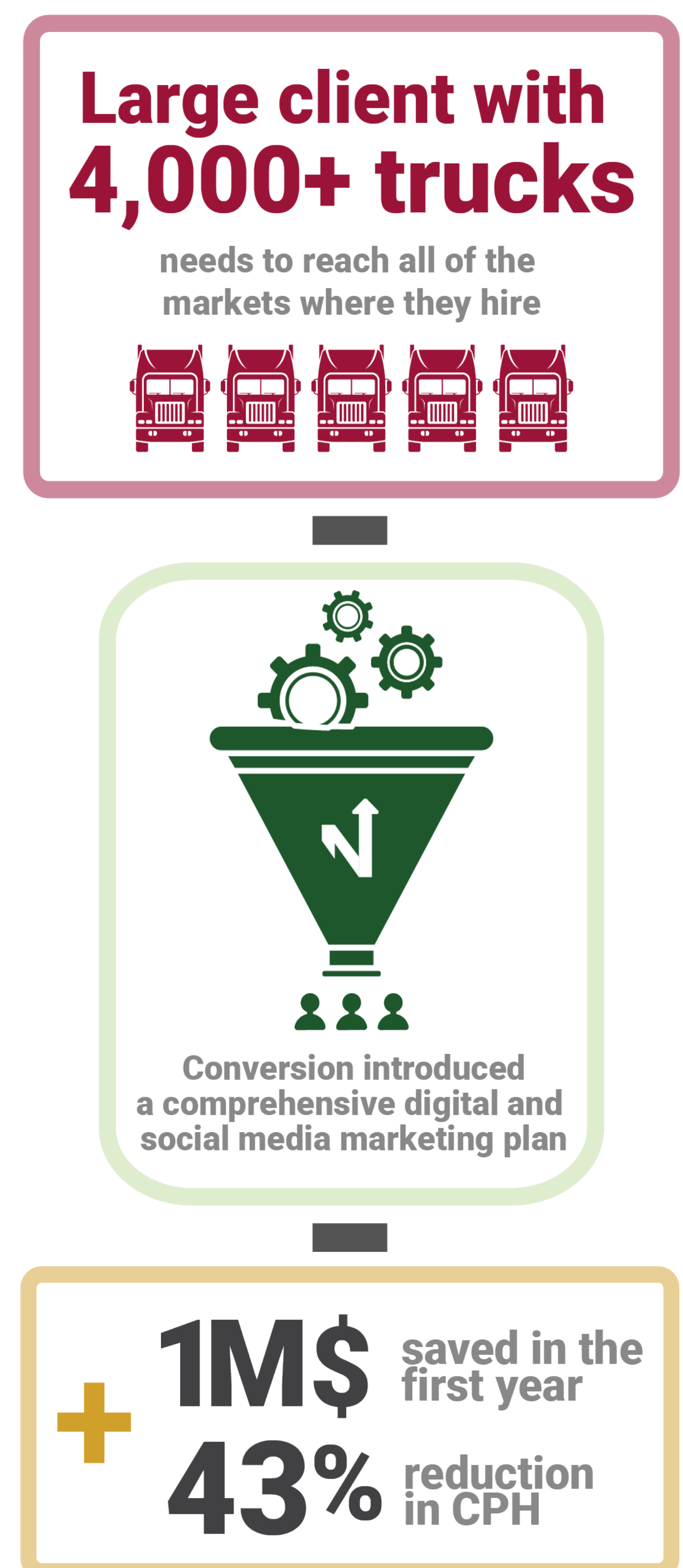
A large client with over 4,000 trucks came to Conversion with multiple needs and aggressive hiring goals. They were working with four different advertising agencies, and their branding and messaging were being diluted. The company hires multiple driver types, with various home time options, and all of this is conducted out of over 100 facilities nationwide. Bottom line: they needed a comprehensive plan to reach their hiring goals and build their brand in the markets where they hire.

### Solution

In an effort to reduce costs and generate the leads needed, Conversion put together a comprehensive digital and social media marketing plan. The plan had a robust media mix of strategy built to deliver a lower-cost-per-hire and a higher quality of driver. In addition, the plan brought all of the driver recruitment advertising and marketing under one strategy umbrella, gaining the most traction for the brand in the market.

### Results

All advertising was brought under Conversion Interactive Agency. Total monthly spend was reduced by 40% in the first year (overall \$1 million in savings). Cost per lead decreased by 9% and cost per hire was reduced by 43%.



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