

AUGUST 2021

# CASE STUDY

SOLVING THE RECRUITING  
CHALLENGES OF  
BLUE-COLLAR BUSINESSES

**MAIN STREET**  
— RECRUITMENT —

# THE ORGANIC GROWTH OF OUR PILOT PROGRAM



## ANSWERING THE CALL OF SKILLED TRADE BUSINESSES

The pilot program for Main Street Recruitment originated from a resounding challenge shared by many businesses:

### *Recruiting skilled workers.*

Company 119, a Northeast Ohio-based digital agency and trusted partner to many regional companies, was receiving more calls for help from frustrated business owners and hiring managers every day. These individuals expressed a common difficulty to recruit the skilled workers they needed to fill blue-collar positions. Candidate pools were draining, applicants weren't qualified, and jobs were staying unfilled for too long, risking their business operations and continuity.

Recruitment is a growing concern for many businesses that rely on skilled blue-collar workers. A **2021 survey by People Ready**, a service that lines up industrial workers with jobs, shows anywhere from a 12 percent to 50 percent vacancy rate for skilled trade jobs.

### *Why is recruiting such a challenge in the trades?*

A shortage of qualified applicants coupled with a retirement boom is leaving more jobs open than can be filled. Finding candidates with the skill set, experience, and work ethic needed to succeed in your company is a daily struggle for many businesses. We saw a very real need for data-driven, smart, and effective recruiting strategies specifically designed to reach skilled, blue-collar workers where they are online.

After listening carefully to our clients' unique challenges and immediate needs, we rolled out recruitment marketing solutions tailored to their industry and desired candidates.



# OUR PILOT PROGRAM PARTICIPANTS

## HOW THE CHALLENGE TO RECRUIT AFFECTS MANY INDUSTRIES

The clients who participated in our pilot program show that recruitment struggles are not limited to just one industry or type of position. They are a roadblock for any business that requires skilled labor, from automotive repair and senior living to government and landscape design.

*Our pilot program included the following:*



A CAR CARE BUSINESS WITH **TEN LOCATIONS IN NORTHEAST OHIO**

*Hiring for:*

Automotive technicians, lube technicians, mechanics, apprentices



A SENIOR CARE ORGANIZATION MANAGING **FOUR REGIONAL SENIOR LIVING COMMUNITIES**

*Hiring for:*

State-tested nursing assistants (STNAs), certified nursing assistants (CNAs)



A COUNTY ENGINEER'S OFFICE SERVING THE NEEDS OF MORE THAN **100,000 RESIDENTS**

*Hiring for:*

Mechanics, highway workers, civil engineers



A FULL-SERVICE LANDSCAPE DESIGN/BUILD FIRM **SERVING GREATER CLEVELAND**

*Hiring for:*

Seasonal landscapers, snow plow operators

# PROPOSING UNIQUE SOLUTIONS

## CUSTOMIZED RECRUITMENT CAMPAIGNS DESIGNED FOR MAXIMUM IMPACT

After speaking with our clients, listening to their struggles, and identifying areas of improvement in their recruitment marketing strategy, we developed comprehensive solutions to achieve their key hiring goals.



*Our primary objectives were to help each client do the following:*

- Build an efficient recruitment funnel
- Generate awareness of job opportunities to the right people
- Educate prospective employees about their business
- Drive prospective employees to submit an application

*While each proposal was unique and designed to serve specific recruitment needs, our solutions generally included the following elements:*

- Programmatic cross-device display and connected TV on desktop, mobile, and tablets
- Retargeting and reengaging website visitors
- Live-action videos
- Branded display ads
- Social media creative

# THE OUTCOMES

## HIGHLIGHTS FROM OUR RECRUITMENT MARKETING CAMPAIGNS



### **INDUSTRY:** AUTOMOTIVE REPAIR

We proposed a 3-month social media campaign to recruit automotive technicians and apprentices. This included a redesign of the client's existing careers page and the creation of an employment application landing page. The campaign reached more than 26,000 people and came in under budget. All desired positions were filled by the close of the third month. This client has since come back several times to rerun campaigns as new employment needs arise.



### **INDUSTRY:** SENIOR CARE

Paid social media content was driven to convey key messages, company culture, and the company's mission statement, and strengthened their overall employer brand. Video content also expanded awareness for job openings in the medical field during COVID-19.



### **INDUSTRY:** GOVERNMENT

The client ran a series of "day in the life" videos filmed and produced by our production team. These compelling videos resonated—they were watched in their entirety 96 percent of the time at a cost per view of only \$.05. Through the ads, which led interested candidates directly to an online application, the highway worker positions were filled for the county.



### **INDUSTRY:** LANDSCAPE DESIGN/BUILD

We ran a variety of ads to target several key positions, including a sales and account manager, design/build crew member, and landscape maintenance technician. Campaigns received more than 1,200 link clicks and 180,000 impressions, and they generated a steady stream of qualified applicants to meet their hiring needs.

# OUR KEY TAKEAWAYS

## WHAT MADE THE BIGGEST DIFFERENCE FOR OUR CLIENTS?



### 1 VIDEO REALLY WORKS.

Video provides engaging content for viewers and is statistically proven to answer outstanding questions a prospective candidate may have and then move him or her further down the funnel.



### 2 PROGRAMMATIC IS GREAT FOR BRAND AWARENESS.

CTV and satellite make it challenging to track direct conversions, but programmatic is a great opportunity to grow awareness of your organization and available jobs.



### 3 SOCIAL MEDIA—BOTH PAID AND ORGANIC—MAKE AN IMPACT.

We consistently saw the highest success and conversion rates on social campaigns, particularly on Facebook where many skilled and blue-collar workers are active. You can also supplement your social campaigns by optimizing the job listings on your website with a simple piece of code called Job Posting Structured Data. If this code is in place, **Google can pull your job postings** for relevant searches and display them as organic—and free—search results.



### 4 TESTING IS CRITICAL.

Any campaign is only as good as its media and message. We spent time upfront testing imagery to see what caught the audience's attention. Once we identified the highest-converting imagery, we shifted focus to message. All messaging was led with a strong brand voice.

# MEETING THE CHALLENGES OF RECRUITMENT RIGHT NOW

## FINDING CANDIDATES FOR NOW—AND FILLING THE PIPELINE FOR LATER

At the end of May 2021, there were more than 9.1 million unfilled positions in the United States. As job openings continue to grow, so does the shortage of qualified workers. These shortages are due to challenges in workforce development, a pending retirement boom, and a decreasing number of individuals entering the trades. The **Conference Board** reported that in April 2021, more than 50 percent of firms in the construction, transportation, and manufacturing industries had at least one unfilled position. The same applied to 43 percent of businesses in the home services industry. If you want to fill your organization's candidates' needs for both now and later, you must take action now.

**>50%** OF FIRMS IN BLUE-COLLAR INDUSTRIES *had at least one* UNFILLED POSITION

A focus on recruiting will benefit your organization beyond filling your candidate pipeline. Relationships between HR and leadership or hiring managers can often be strained. An effective recruitment marketing strategy can increase your speed to fill key positions, improve candidate quality, and satisfy leadership—and all of these positives increase the visibility of the HR department and its value.

### *This is the wave of the future for HR:*

You are a brand, and you must treat your employment opportunities as a product that can be marketed. **Get ahead of the trend now before you have to play catch-up later.**



# WHAT CAN WE DO FOR YOU?



## EXPAND YOUR REACH.

Reach passive candidates across multiple platforms.



## FILL YOUR OPEN POSITIONS.

Further your audience reach and attract more candidates.



## SHORTEN YOUR TIME TO FILL.

Offset the loss of time and productivity when a role sits empty.



## USE YOUR BUDGET MORE EFFECTIVELY.

Stop throwing money at ineffective platforms and achieve better ROI.

## LET'S GET STARTED

REACH OUT TO THE MSR TEAM

[MAINSTREETRECRUITMENT.COM](http://MAINSTREETRECRUITMENT.COM)