



FORGED IN THE RUST BELT

MAIN STREET

— RECRUITMENT —

Employment Marketing

RECRUITMENT AUDIT CHECKLIST + CASE STUDY

To improve recruiting at your organization, you have to first understand what's working, where there are gaps, and how your organization stacks up against the competition.

Not sure where to start?

Here are 10 simple but thought-provoking questions from Main Street Recruitment. This exercise can be completed alone, but it can also be a great way to start the conversation with your team and take an honest look at your organization's current state of recruiting.



1

DO YOU HAVE A DOCUMENTED EMPLOYER BRAND?

Who are you as a company? What unique benefits or opportunities do you offer candidates and employees? What is your mission statement?



2

DO YOU HAVE A SOCIAL MEDIA PRESENCE?

If you do, can candidates get a good look at who you are, what you do, and what the experience of working at your company is like? Are you posting career opportunities? Does your social presence reflect your company culture and not just your product or service?



3

DO YOU MONITOR YOUR REPUTATION ONLINE?

Are you engaging in social listening? What are your company's ratings on Glassdoor and Indeed? How are people talking about the experience of interviewing with or working for you?



4

DO YOU HAVE ANY COLLATERAL (VIDEOS, BROCHURES, ETC.) SPECIFIC TO RECRUITMENT?

Do you go to job fairs? Do you have a presence in local schools? Does your community know who you are?



5

DO YOU HAVE AN APPLICANT TRACKING SYSTEM?

What technology are you using in the application and hiring process? Is it helping or hurting the efficiency of your recruiting process?



6

DOES YOUR APPLICANT TRACKING SYSTEM INTEGRATE WITH OTHER HR SYSTEMS?

Are you able to communicate with, or automate communication with, candidates? Is application information easily shared with HRIS and payroll systems, or will candidates have more paperwork to complete?



7

DO YOU FOLLOW UP WITH CANDIDATES THROUGHOUT THE PROCESS?

(I.e. when applying, after the interview, following a rejection or an offer, and before their start date.) Or do some candidates never hear back from you, leaving them feeling ignored or confused?



8

DO YOU HAVE A CAREER SECTION ON YOUR WEBSITE?

Does it share information about your organization's culture, benefits, and impact? Can candidates view and apply for open positions on your website?



9

DO YOU KNOW WHERE THE MAJORITY OF YOUR CANDIDATES ARE COMING FROM? WHAT ABOUT YOUR BEST CANDIDATES?

Are your candidates coming from employee referrals, social media, or job boards?



10

DO YOU MONITOR IMPORTANT METRICS?

Are you tracking data points like time to hire, cost per hire, general website traffic, and your advertising ROI? Do you know what is working and where your budget is most effective?

Yes to 1-4?

We get it. The recruitment process has many moving parts, and it is hard to move the needle when you're being pulled in so many different directions. MSR will provide a detailed analysis of your current state of recruiting and get you set up to excel. Contact us today for your no-cost discovery session.

Yes to 5-9?

You're doing great—you could teach others a thing or two! However there are probably still some projects that could really push you to achieve the results you want that you just don't have time to devote to currently. MSR can help. Give us 30 minutes, and we'll get you on track to that next level.

Yes to all 10?

We're impressed! You have a solid foundation of recruitment processes and employer branding. But are you truly seeing the results you want? If you are looking to increase your applicants or reduce your time to hire, maybe it's time to set up a discovery call with MSR.

LEARN MORE & GET STARTED

MAINSTREETRECRUITMENT.COM

FROM 0 TO 75:

FILLING SKILLED POSITIONS IN A TIGHT LABOR MARKET

Targeted Candidate Recruiting for
a U.S. Manufacturing Facility



THE CHALLENGE

NO APPLICANTS, NO PIPELINE

A large, privately held food manufacturer needed to recruit experienced maintenance technicians with specific electrical system expertise—within a limited geographic radius. Standard job postings weren't working. Weeks passed with zero applicants.

They needed a new approach:
focused, targeted, and fast.



THE OBJECTIVE

REACH AND CONVERT THE RIGHT CANDIDATES

The hiring goal: Build a strong pipeline of qualified applicants, reduce time wasted on poor fits, and fill critical roles efficiently.



THE STRATEGY

TARGETED ADS + HUMAN TOUCH

1 Tailored Messaging

Our creative team developed ads that spoke directly to what mattered to these technicians: a set schedule, no mandatory overtime, and strong pay. The message resonated—and people clicked.

2 Personalized Screening

A dedicated screener personally called every applicant, using standardized questions to assess fit before moving candidates forward. This human layer filtered out mismatches early and made the hiring team's job easier.

THE RESULTS

A FAST, HIGH-QUALITY PIPELINE



75

applicants in
30 days.

50%

qualified
rate.

7

interviews and
2 immediate hires.

0

friction.



WHAT THIS PROVES

THE RIGHT CAMPAIGN = THE RIGHT PEOPLE

This case shows how targeted recruitment, smart creative, and personal outreach can fill even hard-to-hire roles. It's not just about getting clicks—it's about getting qualified people in the door.

NEXT STEPS FOR THE CLIENT



- Implement smart resume parsing to streamline applications and reduce manual review time
- Develop dynamic, data-driven ad creatives that automatically adapt to audience behavior for sustained engagement

BUILD A SMARTER HIRING STRATEGY

Tired of seeing zero traction on your job postings? Let's talk about how a targeted campaign can help you reach the right people—right where they are.



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