

STANDING OUT FROM THE CROWD: CURATING A RECRUITMENT CAMPAIGN THAT WORKS

CORE-MARK NATIONAL HIRING WEEK CASE STUDY



Find out how drop & hook successfully promoted Core-Mark's National Hiring Week Campaign to bring in qualified applicants for driver and warehouse roles across 21 Core-Mark locations.

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drop
&
hook



ABOUT CORE-MARK AND DROP & HOOK

Although Core-Mark has seen great success in the convenience store retail industry, it struggled with high driver and warehouse employee turnover and negative online interactions. To improve employee retention, the number of applications received for job openings, and online sentiment, Core-Mark hired drop & hook for community management and marketing needs.

As the driver shortage got worse across the entire industry, Core-Mark approached drop & hook for the promotion of its National Hiring Week Event. drop & hook took on the project which meant leading market initiatives and coordinating across Core-Mark's participating locations to assure applicants got in the door.

IN OUR TOOLKIT



**10+ YEARS IN THE
TRANSPORTATION
MARKETING SPACE**



**3 DIGITAL
MARKETING
EXPERTS**



NATIONAL HIRING EVENT BACKGROUND

Core-Mark International had a need to hire over 800 driver and warehouse positions across 21 of their locations during the height of the truck driver labor shortage. Previous driver and warehouse recruitment efforts revealed a need to think outside of the box for National Hiring Week efforts, this is where drop & hook comes into the picture.

In addition to ongoing recruitment marketing efforts, drop & hook used both paid and organic strategies to drive interviews for National Hiring Week which took place from March 1-4. drop & hook's efforts brought in 677K social impressions throughout the campaign which ran from mid-February through the beginning of March 2022.

The campaign consisted of 40 posts promoting the event which included Google Search ads, 6-second YouTube video ads, Facebook and Instagram ads, and organic social posts. Together, posts about the event brought in 32 inbound social interactions and 14K link clicks sending people to applications and the National Hiring Week landing page. Additionally, a total budget of \$7.2K was put behind advertising that brought in 199 web conversions, 563K impressions, and 136K engagements.

drop & hook

1,660

With drop & hook's help, Core-Mark's National Hiring Week brought in a total of 1,660 applicants across their 21 locations.

paid & organic efforts

drop & hook had a budget of \$7.2K that they used in addition to organic social media efforts to obtain campaign results.



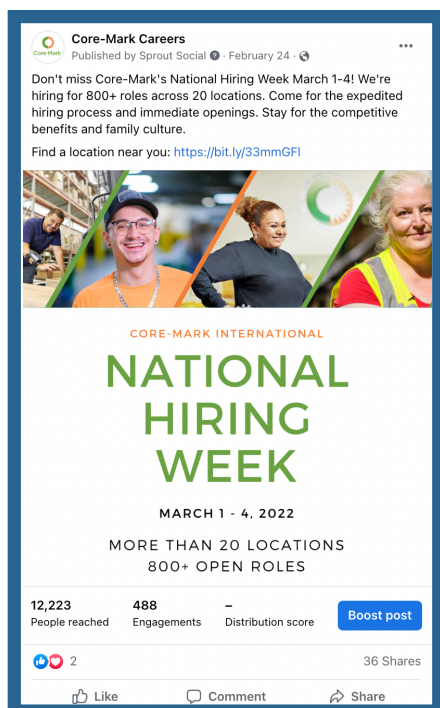
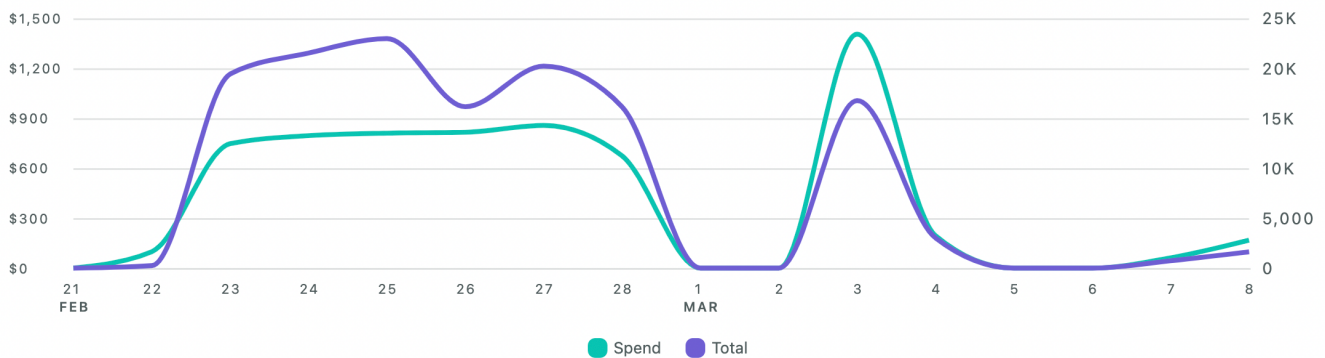
CAMPAIGN METRICS

Link Clicks

For Core-Mark's National Hiring Week event, there was a need for a large volume of application submissions to fill open roles. To drive event interest, drop & hook created both organic and paid social content which included flyers, informational posts, and videos. To encourage conversions, a link was included in each post that sent people to Core-Mark's event page.

Through these efforts, drop & hook was able to drive 14K link clicks through both organic and paid efforts. drop & hook's efforts helped Core-Mark receive 1,660 application submissions along with 488 Facebook event RSVPs.

Engagements, by Day



1,660
application
submissions

488 Facebook
Event RSVPs

CAMPAIGN METRICS

Paid Advertising

The paid portion of Core-Mark's National Hiring Week campaign had a budget of \$7.2K. Facebook and Instagram ads alone brought in 199 web conversions, 563K impressions, and 136K engagements. Additionally, YouTube ads generated 22 clicks and 76.3K impressions.

This was a major success for Core-Mark as paid engagements were coming in at an average of 1.5K per day. Because this campaign was carried out during the ongoing driver shortage, it was notable that Core-Mark was able to gain a good standing in paid media market share as other companies were also heavily recruiting drivers and other employees.

The campaign also resulted in an average cost per click of \$0.23 on Facebook and Instagram, well below the average of \$0.44. This low CPC allowed Core-Mark to bring in an additional 28K clicks outside of organic efforts.

Web Conversions, by Day



Web Conversion Metrics

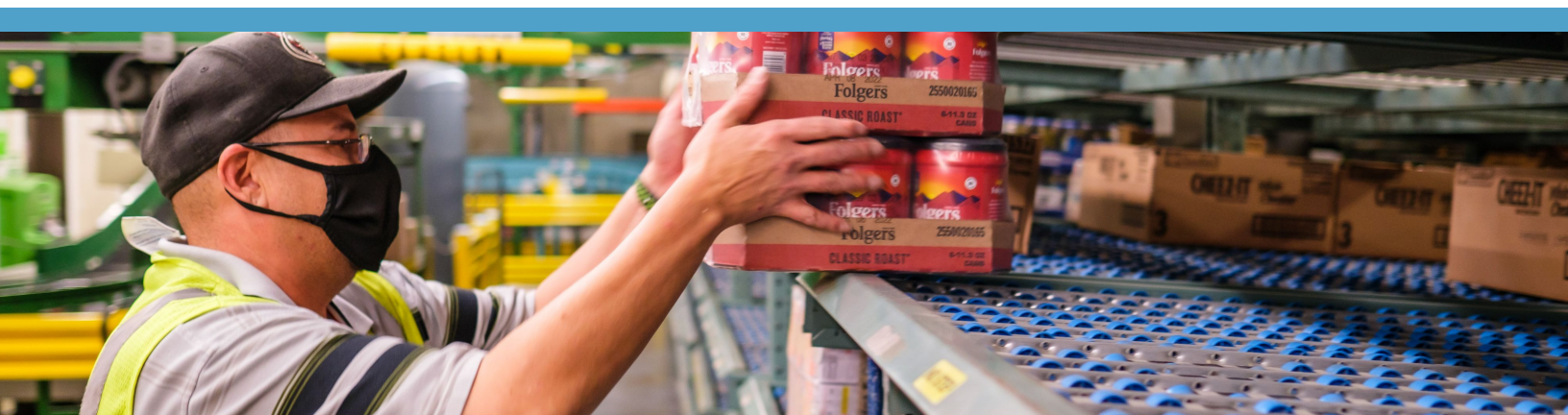
Totals

% Change

Total Web Conversions

199

↗ 314.6%



CAMPAIGN WINS

At the conclusion of their National Hiring Week Campaign, Core-Mark had 1,660 application requests across 21 locations. Core-Mark was extremely satisfied with the campaign results, which also included increased brand awareness and positive social interactions.

Because of drop & hook's success with Core-Mark's National Hiring Week Campaign for locations in the United States, Core-Mark has since asked them to promote their National Hiring Event for locations across Canada.



32
Inbound
Social
Interactions

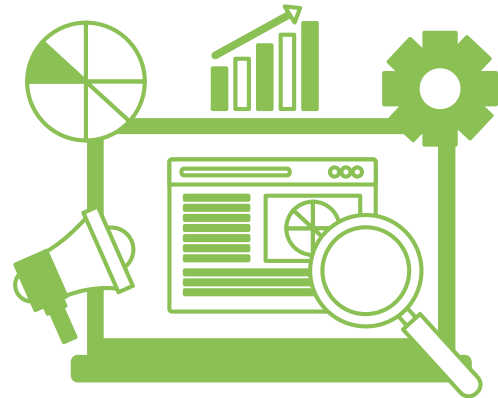
14K Link Clicks;
1,660
Application
Requests

\$7.2K Budget; 199
Web Conversions;
563K Impressions

488
Facebook
event
responses

ACTIONABLE INSIGHTS

Overall, drop & hook's promotion of National Hiring Week exceeded expectations. While competitors were more focused on traditional hiring initiatives, drop & hook utilized social media to reach a market on the platform that others were not tapping into.



HERE'S SOME NAVIGATION TO GET YOU STARTED BEFORE YOU PUT YOURSELF IN THE DRIVER'S SEAT:

1. Focus on your niche
2. Identify opportunities where others are not utilizing a platform
3. Determine how, when, and where to reach your target audience
4. Research the type of content that your audience engages with (eBook, video, case study, report, etc.)
5. Leverage the use of both paid and organic media during your promotion window (social posts, Facebook, LinkedIn, YouTube ads, etc.)
6. Create a campaign to assure all bases are covered and nothing is left out or forgotten
7. Continuously monitor to see what areas need more attention and what is performing well

ABOUT DROP & HOOK

drop & hook has experience in social media and content marketing across the trucking and logistics industry. With more than a decade of experience, the team at drop & hook can help build your employer's brand, be at the forefront of industry trends, engage niche communities, improve social presence, and so much more.

Keep learning about what drop & hook can do for your business or [schedule a time to meet!](#)