

Concrete Product Supplier

– Case Study –

Overview

A concrete product supplier, and an industry leader in the precast concrete products market, reached out to Midwest Marketing for guidance on developing and implementing a digital marketing employment campaign strategy.

Challenge

This campaign was to reach people who were currently working in the concrete field or had related educational backgrounds, and target them to switch to an indoor concrete atmosphere during the winter months.

Process

Midwest Marketing created digital strategies for each position. To reach the right people, Midwest Marketing crafted multiple digital marketing campaigns, utilizing Meta and Google, to advertise the current career opportunities.

For Google, the ad campaigns targeted those within the local area and on college campuses. The Search and Performance Max campaigns utilized a strategic keyword strategy as well as static ads to reach the target audience and drive them back to the website to apply.

The Meta campaign increased traffic to the website, and, in turn, increase the number of people submitting employment applications.

RESULTS:



Google Ads

- 11,189 impressions
- 524 clicks
- 452 conversions
- 5.08% CTR (109% higher)
- 4.63% CTR (363% higher)



- ▶ Reached 77,388 people
- ▶ 450,869 impressions
- ▶ Each person saw the ads about 6 times
- ▶ 3,045 link clicks
- ▶ 3.28% CTR (598% higher)



26
applications submissions

10,996 SITE VISITORS
(1,736 monthly increase)

94 out of 100
online performance score

125 Main St. Rapid City | 605.716.5666 | MidwestMarketingLLC.com

- midwest-marketing-llc
- midwestmarketingllc
- MidwestMarketingLLC
- midwestmarketingllc.com/blog/
- MidwestMarketingSD

LET'S WORK TOGETHER

Dawn Claymore
Owner
dawn@mwmsd.com
605.716.5666

