



Property Management Company Fills 89 Job Openings With Digital Advertising

The Results

89
New Hires

1,401
Job Applicants

143
Application Opens Directly
Attributed to Ads



The Situation

The nation's largest property management company needed more job candidates in the Southwest and Rocky Mountain regions of the organization. They were using traditional job listing sites to attract candidates but weren't generating enough qualified candidates to fill their open positions.

The Solution

Their Conversion Logix account manager recommended a digital advertising campaign to market their job openings after experiencing recruiting success with other clients. The Conversion Logix team designed a Google Ads campaign that captured the attention of in-market job seekers while promoting the company to qualified candidates through Social and Display ads. **The campaign recruited 1,401 job applicants across five regions within the month of May.**

	Social Ad Clicks	Paid Search Clicks	Display Ad Clicks
Results Breakdown:	3,840	2,917	1,155

The Strategy

To address the property management company's hiring challenges, we devised a comprehensive ad campaign focused on scaling the **visibility of their job openings to qualified prospects**. We created a multichannel approach that targeted both active and inactive job seekers in relevant industries and roles. Our strategy involved various channels, including Google Ads, Facebook Ads, Instagram Ads, and Display ads **resulting in 7,912 ad clicks directed at the careers page and 143 online applications directly attributed to ad clicks**.



Paid Search Strategy

We leveraged Google Ads to capture the attention of in-market job seekers actively searching for relevant keywords. By bidding on targeted **keywords related to property management and maintenance jobs, levels of experience, and the specific titles** the company was hiring for, we ensured our ads appeared prominently in search results. This approach **generated 2,917 clicks**, driving interested candidates directly to the company's career page, where they could apply for the available positions.

Social Strategy

To expand the reach and engagement of the recruitment campaign, **we launched a social ad campaign on Facebook and Instagram**. By showcasing the property management company's team, highlighting the open positions, and reformatting brand assets to suit social ad platforms, **we created compelling ads that reinforced the company's branding and recruitment messaging**. To maximize the campaign's effectiveness, we employed precise targeting techniques, focusing on users in the Desert and Rocky Mountain regions with relevant job titles and interests. By setting up conversion tracking and optimizing the campaign based on performance data, we **ensured the ads reached high-intent candidates most likely to visit the career page and submit applications**.

Display Strategy

In addition to social media ads, we launched a visually engaging display banner ad campaign with relevant career and location targeting. This approach enabled us to **increase the frequency and reach of the campaign generating 1,155 clicks** and driving interested candidates to explore the property management company's career opportunities.

KEY TAKEAWAYS

1. Most companies limit their recruiting efforts to job listing sites, LinkedIn, and current employees, missing out on the massive market of currently employed prospective candidates that aren't active on those sites.
2. Investing in search ads can help you reach in-market job seekers before they see competitor openings on job listing sites.
3. Awareness campaigns like Facebook, Instagram, and Display ads can help a company target qualified applicants at scale, enabling organizations to fill job openings faster.

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