

Diesel Engine Repair Shop

– Case Study –

Overview

A diesel engine repair shop, which has provided full-service repairs and preventative maintenance for over four decades, reached out to Midwest Marketing to develop and implement a social media marketing strategy for an employment campaign.

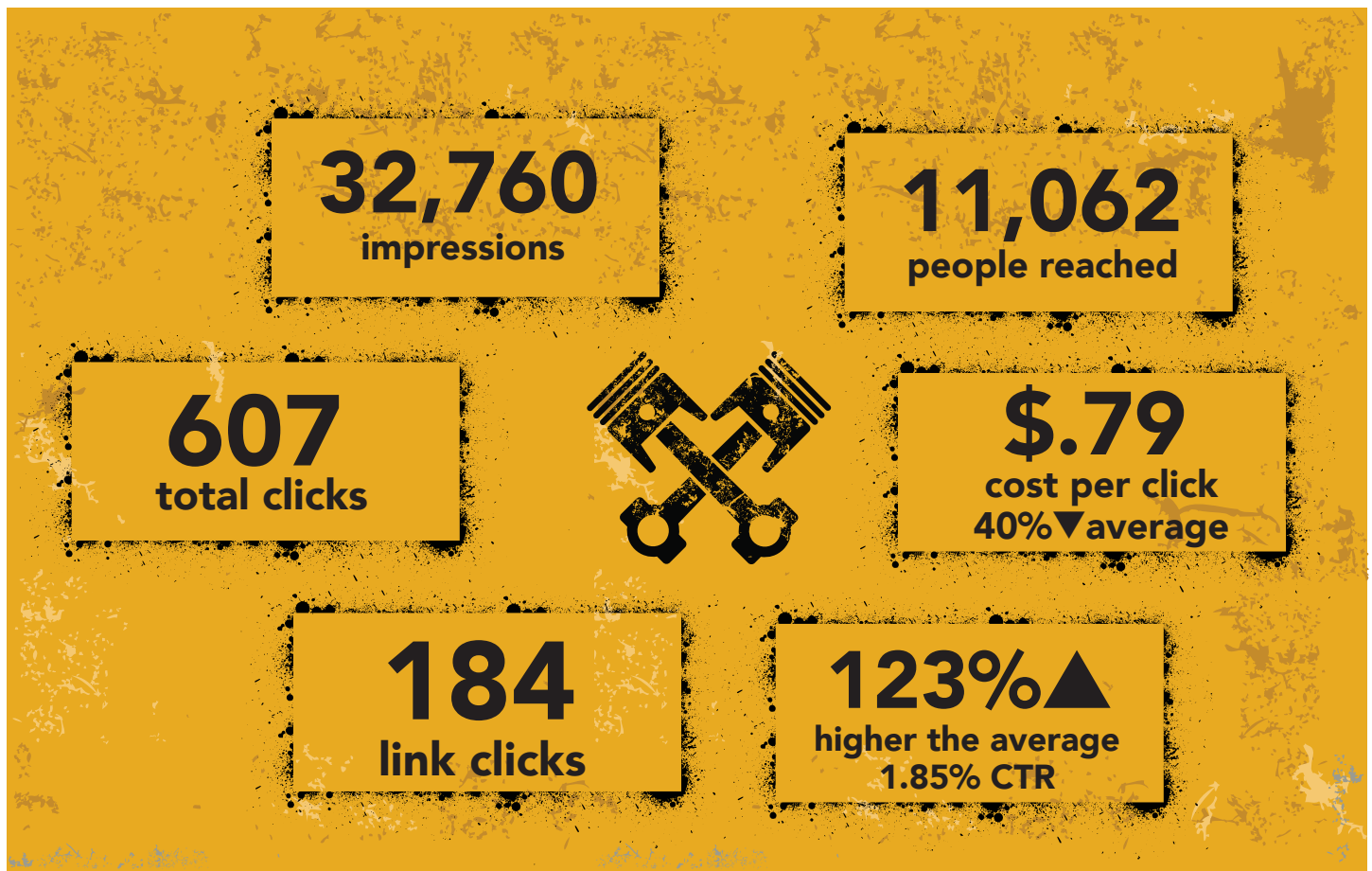
Challenge

This local company was looking to hire a new shop assistant to help alleviate their heavy workload. However, as their demographic targeting parameters were niche, they needed assistance with how to effectively reach their target audience.

Process

Based on the client's needs, goals, and budget, Midwest Marketing created a social media advertising campaign to market the position by sending traffic from Meta technologies to the client's website. Once a user clicked on the ad, they were led to a landing page with information about the position along with instructions on how to apply. This Meta campaign increased jobseeker interest, site traffic, and application submissions.

RESULTS:



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LET'S WORK TOGETHER

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