

ENGAGE YOUR AUDIENCE WITH A BRANDING CAMPAIGN ON FACEBOOK



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DAN TEMPS USES FACEBOOK TO FURTHER BRAND THEIR COMPANY AND ENGAGE THEIR AUDIENCE IN A MORE DIRECT AND OPEN ENVIRONMENT.

COMPANY PROFILE:

Jarrold Daniel co-founded Dan Temps in 1994 to offer full-service staffing services to companies in Houston and San Antonio. Dan Temps, together with DT Medical and The Daniel Group, offer a full suite of solutions to clients across almost all industries, focusing on: Accounting/Finance, Engineering/Technical, Information Technology, Office support, Light Industrial/Manufacturing and Healthcare.

COMPANY SITUATION:

Dan Temps has always been focused on providing exceptional service to their partners; who include candidates, clients and their internal employees. With expansion into new disciplines and new markets, they were looking to increase their brand exposure with these audiences while continuing to provide a superior level of service to their stakeholders. Like many other firms in this difficult economy, Dan Temps was also looking to increase their brand recognition with hiring managers across the different industries they serve.

CAREERBUILDER SOLUTIONS:

By understanding Dan Temps' challenges and objectives, CareerBuilder helped them to integrate social media into their existing efforts to work towards their goals of increased branding and efficient communication. Jarrod Daniel, President of Dan Temps, said "In accordance with branding, we saw this as an opportunity to communicate better with our associates and candidates regarding topics such as employment, economic issues and our own internal events."

As the only authorized reseller of recruitment advertising on Facebook, CareerBuilder built a page for Dan Temps, integrated their CareerBuilder Job Postings, and helped drive traffic to this platform by targeting keywords in their top markets with Facebook engagement ads.

RESULTS ACHIEVED

- After three months, Dan Temps has over 600 fans. This fan base is the result of Facebook media campaigns to drive traffic based on specifications they identified and the commitment from the entire Dan Temps team to use Facebook to share relevant content and interact on this platform daily which creates a more open and casual environment.
- An unforeseen benefit was a 500% increase in direct applications to their CareerBuilder Job Postings.

"We used to get an average of 30 applications per posting on CareerBuilder before we created the Facebook page. However, since that page was created and tied to our CareerBuilder postings, the applications have gone up to an average of 150 applications per posting" according to Jarrod Daniel, President of Dan Temps.

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