



Chippewa Falls Workforce Attraction Digital Marketing Case Study

2.2M

Impressions
in 6 months

15,685

Clicks to Website
in 6 months

5x

The Employment Industry
Click-Through Rate

Overview

The challenges of addressing an aging workforce are plenty and, like many regions in the United States, business leaders in western Wisconsin have come to the conclusion that they must prioritize investment in new talent attraction from areas outside of the region in order to continue to sustain their growth.

In the winter of 2019, the Chippewa Falls Chamber of Commerce organized a consortium of local industries from manufacturing, to education, to healthcare to discuss their common recruitment needs and commit to a joint effort to pro-actively attract top talent to the area.

Partnering organizations represented included: Marshfield Clinic Health System, Nordson EDI, Premium Waters Inc., Wisconsin DVA, TTM Technologies, Chippewa Falls Area School District, and Advanced Laser Technologies.

Hookd Promotions was hired to create meaningful content and deliver their message to the right audience!

Goals

Piggy-backing on a state-level, talent attraction initiative, the goal of the Chippewa Falls Chamber of Commerce Workforce Attraction campaign was to provide an introduction to job opportunities and quality of life in the Chippewa Valley to their ideal workforce audiences who currently reside outside of the area. We also wanted to generate creative collateral that each partnering organization could use in their own, individual talent attraction initiatives.



Brand Awareness



Reach Young Families
and Professionals



Complement Existing
Recruitment Efforts

Approach

Understanding our audience was our first step. So, Hookd facilitated a Message Map Exercise with all partners to better understand the motivations, pain points, and overall needs of the young families and professionals we were trying to reach. We then took those insights and developed key messages, which positioned Western Wisconsin as an alternative to their pain points, and a relevant solution to their needs. We were also able to identify key markets for our message.

In addition, Hookd leveraged research and assets developed by the Wisconsin Economic Development Corporation initiative. This allowed us to capitalize on available resources while avoiding duplication.

Approach Cont.

Brand Awareness:

Being able to specifically target our most likely prospects in key markets was a must and we knew early on that Google Ads would be a key platform. Google is not only a household name, it reaches Google Ad Network over 92% of internet users worldwide!

Along with that, Google advertising has superior targeting capabilities, allowing us to choose the exact demographic, psychographic, and geographic attributes of our target market, as well as find those already showing interest in the Chippewa Valley.

Google Search targeted the low hanging fruit - people who were Googling key employment and relocation terms. We researched their top-searched keywords and phrases and used them as a foundation of the campaign.

Live and Work Where You Play | Lower Cost of Living | Higher Quality of Life
www.chippewachamber.org
Escape the hassles of the city and explore job openings in Chippewa Falls, WI. Enjoy short, scenic commutes and more time for adventures in the north woods.

Lower Cost of Living | Great Place To Raise a Family | Explore Job Openings
www.chippewachamber.org
Chippewa Falls, WI offers short, scenic commutes with a high quality of life. Find opportunities to work where you play. Adventures for the whole family await!

The other side of the coin was finding people who searched recently and were 'in market'. We call this retargeting and we accomplish it through Google Display Ads. Display Ads reach 90% of online audiences world wide, as the ads can be shown over 2 million websites in Google's Display Network (partnering websites). The Display Campaign targeted specific geographic locations with imagery and messages highlighting the outstanding quality of life and employment opportunities in the Chippewa Valley.



Live Where Adventures Await



Explore job openings in Chippewa Falls, WI.



Live and Work Where You Play



Relocate to a higher quality of life! Explore career opportunities in Chippewa Falls, WI.



Reach Young Families and Professionals:

The campaign partners and WADC identified Young Professionals and Young Families as two key demographic groups because of they represent life stages when people are likely to relocate looking for a better quality of life. Through Google's targeting capabilities, we were able to identify these people as they searched and browsed the internet with messaging that resonated with them.



Millennials Ages 18-44

Outdoor Enthusiasts
Employment
Moving and Relocation
Health & Medical Jobs
Education Jobs
Entry-Level Jobs
Job Opportunities



Families Ages 25-54 'Family-Oriented'

Outdoor Enthusiasts
Employment
Moving and Relocation
Health & Medical Jobs
Education Jobs
Entry-Level Jobs
Job Opportunities

We also understood from research that the quality of life concerns of those open to relocating centered around big city issues, so we targeted these key geographic areas: Twin Cities, Milwaukee, Greater Chicago, as well as overall WI and MN.

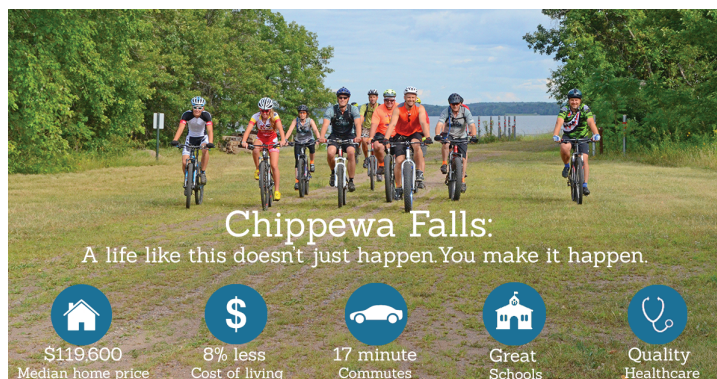
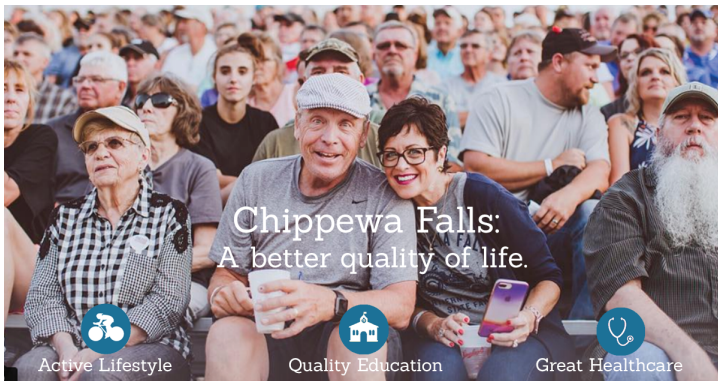
Approach Cont.

Complement Existing Recruitment Efforts:

Partnering companies were already working to recruit top talent to the Chippewa Valley and fill their job openings. We set out to create additional marketing collateral that would align with the campaign to assist their recruiting teams with beautiful, yet informational resources highlighting the benefits of relocation to the Chippewa Valley.

An inviting, engaging video, *Summer in the Northwoods*, was produced to showcase *Our 5:30'* in the summertime in the Chippewa Valley. This video was distributed to all member organizations and was a popular community rallying point on social media over the summer.

We also developed 5 Marketing graphics and distributed to partner organizations for use on website, social media, email, and in other recruiting efforts.



Results



What People Were Searching

- Low Cost of Living
- Low Cost of Living City
- Education
- Best Place to Raise a Family
- Insurance
- Legal
- Nurse



70%

of clicks on Display Ads were from Chicago.
Twin Cities 18%
Milwaukee 12%
We were limited by budget on Display Ads, showing the large interest in this topic!



85%

of website visitors were using their mobile phones.

This demonstrates the importance of optimizing for mobile.



6.1k

Summer in the Northwoods video was viewed over 6,000 times on Facebook and YouTube.

Insights



Time of Day

Thursday 10-11am
Friday 3-4pm



15%

Repeat Website Visitors

Key Demographics



#1: Moms age 25-34
Lower 50% Income Bracket



#2: Men (non-parents) age 18-24
Lower 50% Income Bracket



70%

Display Ads Clicks from Chicago

Conclusion

This campaign was very successful: we met the goals we set out to achieve and exceeded client expectations, driving over 2.2 million impressions and 15k website visits in just 6 months. It will be important to continue the momentum that was started with this campaign. Our overreaching goal was to provide an introduction to our key audience. The next step is to stay in front of them with relevant messaging and continue the conversation!

Our future recommendation is two-fold:

1. Build on the effective key messaging that was used and marry that with the insights garnered from this initial campaign to create an ongoing marketing plan to engage and nurture the relationship with these website visitors.
2. Increase budget for phase 2 to capture the demand that exists, especially in the Chicago market.