



Home Services

This client specializes in replacement windows and doors with multiple locations throughout Pennsylvania. The company continued to see explosive growth during the pandemic along with much of the home services industry. Like most home service companies in 2021-2022, the client was dealing with recruitment issues and Target was brought in to deploy unique recruiting tactics in an effort to bolster applications to become a contractor.

100+ Applications Submitted

Goal

Increase the number of contractor applicants for employment.

Tactics

We deployed several "outside the box" tactics aimed at reaching potential contractors where they were at during their work week to promote our client and their competitive offer.

Results

The recruitment campaign tactics attributed to over 100+ applications.

Execution



OOH Truck Wraps - Wrapped 16 box trucks with recruitment messaging that drove around the client's DMA.



Geofence Ads - Geofenced target rich locations within a 200-mile radius.



Gas Station TV - Ran ads at local gas stations throughout the region.



Radio - Ran spot ads during typical drive time commutes of skilled laborers.