



A SOCIAL MEDIA SUCCESS STORY



OUR SOCIAL MARKETING STRATEGY LEVERAGED FACEBOOK TO DELIVER A RETAIL LEADER THE CANDIDATES IT NEEDED FOR THE SPRING SEASON.

CHALLENGE

Ross, which operates Ross Stores and dd's Discounts, needed help hiring Retail Associates for positions at stores across the country. Given the shortage of applicants and increasing competition, we needed both an appealing visual approach and a targeted strategy that could attract the right candidates quickly.

SOLUTION

NAS proposed a promoted post campaign on Facebook, separately targeting likely candidates for the two brands in relevant geographic areas. Creative was bright and colorful and included employee photos, while describing our Hiring Blitz and focusing on attractive benefits such as the store discount. A direct link was provided to drive candidates to apply as easily as possible.



RESULTS

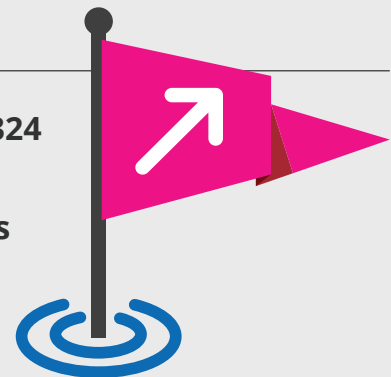
This was the first Facebook campaign we ran for Ross and the results were very positive. Our campaigns (for Ross Stores and dd's) received a combined:



- 527,601 impressions
- 2,826 link clicks
- 0.53% click-through-rate (CTR)
- \$3.54 cost-per-click (CPC)

Both the CTR and CPC were better than industry averages. In addition, candidate engagement on the platform was high:

- Ross campaigns averaged 9,324 reactions and 1,365 shares
- dd's averaged 7,167 reactions and nearly 3,000 shares



Given these impressive results, the campaign will continue, with NAS experts reviewing and refining the strategy and creative elements to adjust for needs within specific markets and ensure ongoing success.