

RECRUITING

Great Lakes Cheese Employees with

SOCIAL MEDIA

Strong companies credit strong employees for their success. But quality recruitment efforts can be costly — right? Not necessarily. Not with the Hardman Group.

Our client Great lakes Cheese was struggling to recruit employees in two of their Wisconsin markets. We took our efforts to Facebook and created a comprehensive yet easily implemented recruitment campaign. The results speak for themselves.



MARKETS: LA CROSSE AND PLYMOUTH, WI

Before our campaign (weekly applications received):

- La Crosse: 10 applications per week at \$21.25 per application
- In Plymouth: 10 applications per week at \$12.00 per application

After our campaign:

- La Crosse: 28 applications per week at \$7.58 per application
- Plymouth: 42 applications per week at \$2.87 per application

After implementing our highly-targeted Facebook advertisements, we were able to increase applications received and drive down cost per application in both markets.

Great Lakes Cheese, while a major supplier of cheese products in the US, is not a well-recognized brand name. Their challenge, therefore, is breaking through the clutter to reach potential applicants. Our message had to be focused, and it had to be sincere. Because GLC employee engagement is strong, we used employee testimonials as our ads. These are real people saying real things. Facebook allows us to target our message to match our intended audience.

The result was a low-cost and high-performing recruitment campaign. The Hardman Group does it again.

La Crosse Maintenance Technician Ads:

 **Great Lakes Cheese Company**
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Have access to top of the line tools while working on state-of-the-art equipment. Apply to become a maintenance technician for Great Lakes Cheese <http://bit.ly/GreatLakesCheeseJobs>



Hiring Maintenance Technicians in La Crosse
Own your career at Great Lakes Cheese.

CAREER4.SUCCESSFACTORS.COM [Apply Now](#)

 **Great Lakes Cheese Company**
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As a Maintenance Technician for Great Lakes Cheese, you'll use your skills on innovative equipment to keep our plant running. Apply today: <http://bit.ly/GreatLakesCheeseJobs>



Hiring Maintenance Technicians in La Crosse
Own your career at Great Lakes Cheese.

GREATLAKESCHEESE.COM [Apply Now](#)

Plymouth General Labor Ads:

 **Great Lakes Cheese Company**
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We treat our employees as if they were one of our own. Apply to join our growing family in Plymouth. <http://bit.ly/GreatLakesCheeseJobs>



Accelerate Your Career with Great Lakes Cheese
Own your career at Great Lakes Cheese.

CAREER4.SUCCESSFACTORS.COM [Apply Now](#)

 **Great Lakes Cheese Company**
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Walk into work every day with a smile, and work with people you love. Apply to join our Plymouth workforce. <http://bit.ly/GreatLakesCheeseJobs>



Love your job - Apply to join Great Lakes Cheese
Own your career at Great Lakes Cheese

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