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B2B MARKETING - LEAD GENERATION

# RECRUITING COMPANY HR INDUSTRY

EXECUTED BY ADAM YAEGER

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# INTRO

## Overview of Objectives

Create multiple campaigns to generate leads for a Recruiting Agency. Break the campaigns out with different messaging based on target audiences: candidates looking for jobs and clients looking for candidates.

Targeting was based on the job role and location where the client had offices. Lead Forms on LinkedIn were used to capture job candidates and client prospects.

The scope of work was expanded to Facebook for more lead generation ads and Google to initiate several search campaigns; optimizing based on keyword research and performance.

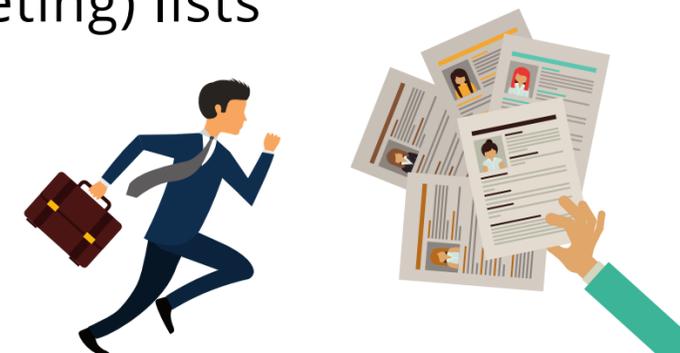


# EXECUTION

## IMPLEMENTATION OF AD CAMPAIGNS

Different messaging was used per each target audience: SDRs, BDRs, CSMs, etc. Bids and budgets were decided based on larger/smaller markets. Sponsored InMail was utilized to portray a more specific message than the sponsored ads already running. A weekly cost per conversion report was generated from top markets to understand where average CPL was trending.

Separate campaigns were created per the top performing markets to further enhance engagement and make the ads more dynamic and personalized. Each campaign was monitored and optimized closely based on trending keywords, demographic data, engagements, and average cost per lead per each market. The ABM (account based marketing) lists allowed us to initiate a re-marketing campaign.



# Advertisements



20,527 followers  
Promoted

Today's successful SDRs are focusing on personalized outreach and relationship building. The increasing alignment between sales and marketing has spurred the adoption of what's known as account-based marketing ...see more



## Account-Based Marketing for SDRs

Leads	Impressions	Clicks	Social actions
300	146,172	3,573	893



## Becoming a Sales Leader



View by: Job function	% of Pageviews	All Website Visitors
Business Development	18.1%	
Marketing	16.1%	
Operations	13%	
Support	9.5%	
Sales	7.9%	
Human Resources	7.7%	
Entrepreneurship	5.7%	
Healthcare Services	5.4%	
Administrative	4.7%	
Research	4.7%	
Education	4.7%	
Arts and Design	4.3%	

**Adam Yaeger**

Sponsored

**Hire Talent and Scale Your Team for Success!**

[Hire Talent](#)

Hi Adam,

Are you looking to hire top talent? We'll work with you to identify quality candidates, reduce your lead time, and relieve you of the

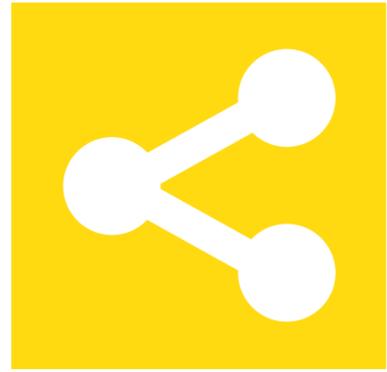
open positions.

the leading recruitment firm for revenue and people operations roles. Since 2009, with the biggest names across sectors offering each to each search. We've established networks that allow us to source the highest-quality quickly.

San Francisco, New York, Austin, Palo Alto, Los Angeles, and more. Nationwide, to help you build your business and guide talent into an exciting career, faster and more effectively. We're excited to be hearing from you!

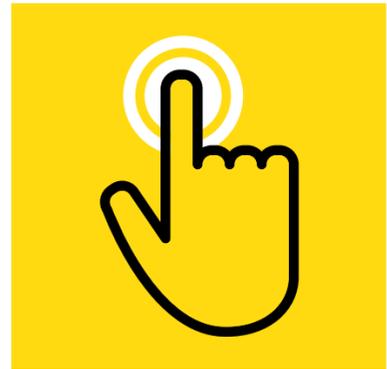
# Results

3 MONTH FLIGHT



**893**

SOCIAL ACTIONS  
(LIKES, COMMENTS, SHARES)



**3,573**

CLICKS



**300**

LEADS

# SUMMARY

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Utilized multi-channel marketing strategies across a vast number of markets to serve dynamic advertisements to both candidates and companies looking to work with a recruitment company for work and potential leads.

Messaging was created based on the job role/function and specific lead forms were utilized to drive higher engagement for each target audience. This generated a substantial social presence boost with over 800 social actions over the course of the campaigns. As a result of monitoring and optimizing, the campaigns generated 300 qualified leads.

# TESTIMONIAL

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"Adam worked with us on a lead generation campaign using LinkedIn. Based on our positive results with LinkedIn, we've expanded Adam's scope of work to include Google Adwords and Facebook ads for lead generation. Over the past few months, he built out the campaigns from scratch, including defining the audience, keywords, creating the ads, creating the lead forms, and optimizing campaigns. Adam is great at keeping me informed of what he is working on, progress to milestones, plans for optimization, and program results."