



## CASE STUDY

# LIPSEY LOGISTICS

### THE OBJECTIVE

Lipsey Logistics is recognized as a premier employer, transportation provider, and business partner by building long-term partnerships and fostering a culture of trust, safety and service.

Lipsey partnered with AMG Driver Recruitment because they needed to increase the number of driver hires per month to support sales growth. The company had historically relied on popular job boards to provide cold leads, but was underserved by their partners. They needed to increase both the volume and the quality of leads and reduce the time to hire.

The AMG Driver Recruitment team presented a strategy that showed the client how better audience targeting, messaging and tactics could directly drive active job seekers to Lipsey from day one.

### KEY OBJECTIVES

- Increase quality of applications, increase hires and decrease cost per lead in year over year measurements
- Decrease cost per hire
- Increase hire numbers per month
- Attract better qualified applicants
- Establish Lipsey's brand through targeted social media and content

### THE STRATEGY

Through a combination of search engine marketing and social media, we met the client's desired goals.

### RESULTS

Through constant monitoring, ongoing campaign optimization, and regular face-to-face meetings to discuss campaign performance and evolving short-term and long-term goals, AMG Driver Recruitment effectively increased Lipsey's quality applications while decreasing cost per hire. Campaign Highlights:

- **3.5X greater hires in the first month**
- **3X increase in average hires per month with AMG compared to previous 12 months**
- **Quality of applications has improved dramatically from previous 12 months, increasing hire rates**

## THE STRATEGY BREAKDOWN

### Search Engine Marketing

AMG Driver Recruitment launched a search engine marketing campaign across the top search engines: Google, Bing, and Yahoo! To increase Lipsey's visibility in search results as drivers look for trucking companies. We made a big difference for the company by honing their targeting to be more accurately matched to their hiring needs.

AMG closely tracked performance indicators and optimized the campaign accordingly through ad copy and bidding adjustments along with expertly setting positive and negative keywords. The result was better qualified and higher quantity of leads from search.

### Social Media

- Lipsey is a relatively new company and needed to brand themselves to drivers in their area
- We utilized driver testimonials to let their current workforce tell their story
- AMG also promoted Lipsey's unique benefits and targeted truck drivers in their highest need geographies
- Promoting Lipsey's benefits on the social platform is something new for the company, and high precision social targeting has connected them to drivers in a way that promotes greater engagement

### Why AMG Driver Recruitment is my solution for driver recruitment:

“ I switched to AMG because they are always responsive to my needs. After working with one of the more well-known lead sources in our industry, I can say that working with AMG is like night and day. The AMG Driver Recruitment team has made me smarter by analyzing my Ten Street data to help me better understand my applicants and hires. They regularly bring me campaign reports and highlight key takeaways and insights. They always strive for the best results optimizing and tweaking campaign tactics and messaging to maximize results and drive down costs. They are true partners.

– Kendal Helms, Lipsey Logistics