CLEAN HARBORS – NATIONAL TRANSPORTATION

Clean Harbors is North America's leading provider for environmental and industrial services. Historically, Clean Harbors has seen success through job boards, but in the Summer of 2021, they knew they needed to develop a full digital strategy to recruit CDL-A Owner Operators and Company Drivers for Tanker and Dry Van routes in critical markets throughout the USA. AMG Driver Recruitment partnered with Clean Harbors to build a strategic digital marketing plan to grow the National Transportation division's candidate pool.

KEY OBJECTIVES

- Increase brand visibility to CDL-A Drivers
- Increase lead apps and full apps for driving positions
- Build a website that is specific to National Trans driving positions

THE STRATEGY

Build brand awareness among CDL-A Drivers of the opportunities with Clean Harbors, increase Owner Operator and Company Tanker and Dry Van driving candidates

RESULTS

- **Increased brand visibility by driving over 79k users and over 118k pageviews to the site over a 9-month period.**
- **AMG sources drove over 4k lead apps and calls**
- **3rd party sources drove over 15k leads**
- **Reduced open job requisition count by 66% from the original volume**
- **46% of hires resulted from paid media over a 9-month period**

THE STRATEGY BREAKDOWN

Website Development:

AMG Driver Recruitment helped build, maintain and implement tracking and API integrations to tenstreet for an initial website for National Transportation division. The website has evolved to include all CDL jobs from: Industrial Services, Bulk Product & Services, Route Sales & Services, Field Services, Retail Services, Technical Services, and Chemical Packing. This included building out pages for each individual line of business and routing each candidate appropriately to tenstreet.

Digital Display:

- Digital display is designed to reach candidates in the top of funnel to build awareness and educate potential candidates on the benefits of working with Clean Harbors.
- AMG Driver Recruitment helped improve brand awareness of CDL-A driving jobs with Clean Harbors through several digital display tactics that include Cost-per-click display, GEO Fencing truck stops, site re-messaging, and OBB/CPC Display.
- Through our 1st party, 3rd party and historical data we were able to target the transportation audience across multiple critical markets to drive awareness and candidates to the website to learn more about the positions.

Search Engine Marketing:

- AMG Driver Recruitment launched a search engine marketing campaign across the top search engines: Google, Bing, and Yahoo!, to increase Clean Harbor's visibility in search results as CDL-A candidates search for driving jobs and make job change decisions.
- AMG Driver Recruitment closely tracked performance indicators and optimized the campaign accordingly through ad copy and bidding adjustments.

Meta Lead Generation:

- Since social media channels are a platform where candidtes share their experiences and show support for brands they enjoy, the campaign utilized social to engage with candidates and build Clean Harbors lead base.
- AMG Driver Recruitment launched a lead generation strategy through Meta to help increase lead count for both owner operators and company drivers.
- Through video and static ads AMG Driver Recruitment was able to deliver to a CDL-A driver audience through our 1st party, 3rd party and historical data to build custom and look-a-like audiences.

Programmatic Job Placement:

- AMG Driver Recruitment helped Clean Harbors National Transportation deliver Owner Operator and Company driver jobs to the sponsored section of the top performing job aggregator sites to help distribute and bring awareness to active job seekers in the transportation industry.

3rd party Media Buys:

- AMG Driver Recruitment worked closely with 3rd parties to help build strategic campaigns through multiple platforms that include: CDLLife, HireMaster, JobsInTrucks, Truck Drivers USA, Truckers Report, DMT, ClassADrivers, American Driver Network, Veterans In Trucking, CDLjobs.com, Sirius XM and Lamar Outdoors.
- Campaigns through all platforms included: text messaging, email blast, job board placement, multi-carrier apps, billboards and radio spots.

AMG.
DRIVER RECRUITMENT