



Monster.com
Conference Booth – Corner of Main & Monster
Case Study

Prepared and executed
by Tad W Perryman

Based on experience while working outside +IU Brand

Monster.com | Lead Generation Event Case Study

Being present isn't enough, you must provide something that draws them to you

Being the number one job board present at a trade event like HR Southwest (and other SHRM events) does not guarantee the attendees to visit your booth, or give you their contact information.

Challenge Attention driving booth design that promotes the “Local Market Resume Database” message from a national/global brand. Get the HR professionals in attendance to seek out the new opportunities with Monster.com, spend time at the booth talking with sales representatives and provide their contact information for lead follow-up

Solution Booth designed around local theme of small business mentality that their business is located at the corner of Monster and Main Street. Utilize a very popular food product (also a client of Monster.com) to pull attendees to the booth. Paciugo – Gelato, italian ice cream samples were provided to attendees who dropped by the booth. At the same time they could be scanned or send a letter (entry form) in the corner mail box for a chance to win one of six designer desk chairs.

Results

4,532 Resumes Posted
151,465 Job Searches
21,121,069 Impressions



This case study was executed by the team while working for another agency.

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**It's not just about branding.
It's about leads.**

