

Monster.com Double Your Salary Sweepstakes Case Study

Prepared and executed by Tad W Perryman

Based on experience while working outside +IU Brand



Monster.com | Awareness and Account Lead Case Study

BUILDING THE DATABASE TO DRIVE RESUME SEARCH BY COMPANIES

Monster.com is known as a database of resume's by businesses looking to fill positions with new employees. But you have to get the resume's online for the businesses to come searching.

Challenge Most consumers believe Monster.com is for them to search for open jobs posted by companies, but the breadth of the business is gained through selling the database of resume's to recruiters and corporate HR departments. The Challenge was to get more resume's loaded and new active accounts in order to have a platform to sell against.

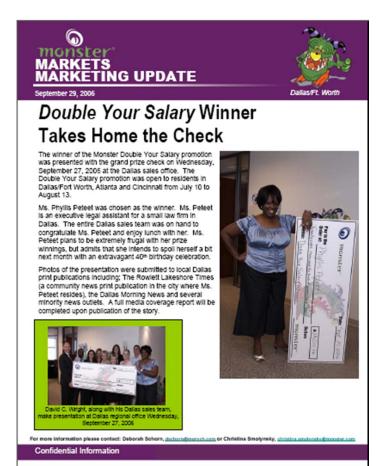
Solution The group developed a very timely campaign to reach job seekers (those actively and passively looking for the next move in their career.) As the cost of living was rising we capitalized on a key consumer research finding focusing on doubling your chances of getting a job when you post a resume on Monster

Across three key markets we offered the chance for someone to double their current salary just by opening an active account on Monster.com. Local TV and Radio along with Geo-Targeted Digital Display Ads and promotional incentives delivered the message of the campaign.

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.





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

