

MARKETING CASE STUDY

Dual-Focus PR Campaigns for a Manufacturing Client

 HAGADONE MEDIA GROUP



OVERVIEW

Our manufacturing client had two very different but equally important marketing goals that required clear, strategic PR messaging. The first was to address ongoing recruitment needs for both entry-level and skilled positions. The second focused on enhancing the company's community image by promoting its local support efforts in sports, education, and community programs

THE CHALLENGE

Recruitment Needs

The client faced a competitive labor market and needed to maintain a steady pipeline of qualified candidates. Filling entry-level and skilled roles was critical to keeping operations running smoothly.

Community Reputation

While the company was active locally, there was an opportunity to better communicate its positive impact on the community, including sponsorships and volunteer work, to build goodwill and strengthen brand perception.

STRATEGIC SOLUTION

To meet these goals, we developed two complementary PR-focused campaigns and worked closely with both the marketing and Human Resources departments to ensure cohesion and maximize results:

Print and Digital Ads in the Business Journal:

We collaborated with Human Resources to understand staffing needs, job requirements, and employee value propositions. Our team combined print ads, targeted social media outreach, and digital marketing efforts directing candidates to custom landing pages. Messaging emphasized open positions, workplace culture, benefits, and career opportunities. Our designers created unique and engaging creatives that were regularly updated to keep the content fresh and continuously engage the target audience. Regular communication between HR and marketing ensured the campaigns remained aligned and responsive.

Community PR Campaign

Working alongside the marketing department, we crafted messaging that showcased the company's investments in local sports teams, educational initiatives, and community events. Press releases, social media posts, and feature stories in local publications reinforced the client's image as a committed community partner. Designers also developed vibrant, eye-catching creatives that highlighted these efforts and were refreshed routinely to maintain audience interest.

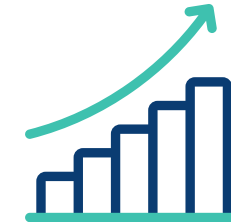




RESULTS & IMPACT



Recruitment campaigns maintained steady application rates, helping the client fill critical roles without interruption.



Increased engagement on social media and digital platforms related to job postings and company culture content.



Positive media coverage boosted local awareness of the company's community support efforts.



Strengthened brand reputation, fostering pride among employees and the broader community.

CONCLUSION

By partnering closely with both Human Resources and Marketing, and leveraging our design team's creativity to keep campaigns fresh and engaging, our team ensured the recruitment and community PR campaigns were cohesive, consistent, and effective. This dual approach not only supported the client's operational goals but also deepened its connection with the community, building a strong foundation for ongoing success.

CLIENT FEEDBACK

"Our partnership brought much-needed clarity and consistency to our messaging. The recruitment campaigns keep our floors staffed, and the community PR efforts have made us a recognized and respected local business. We're proud of the image we now project inside and outside the company."



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