



INNOVATIVE
AUTOMATION. LEAD GLOBALLY.

Innovative Automation Inc. (IAI) is a provider of automation solutions to global manufacturing leaders. As a progressive, high-tech firm, IAI seeks out the best and brightest employees, and has earned a reputation for innovation, as well as recognition as an *Employee-Recommended Workplace* by the Globe and Mail.

The Challenge

Due to the highly-technical nature of their business, and the rapid growth of their company, IAI needed to fill several positions quickly. Traditional recruitment tactics were not yielding the same quality and number of qualified candidates that it once did.

The Ask

gShift was engaged to execute a targeted digital recruitment campaign to raise awareness of IAI as an employer of choice and ultimately increase qualified applications for the senior positions.

Recruitment Strategy

An overarching campaign message was developed that highlighted three key areas of differentiation; career growth, company growth and community growth. The campaign components included paid media, social and video production.

Digital Advertising

LinkedIn advertising included a variety of ad types: job postings, InMail messages, and sponsored posts, which targeted specific users that met predetermined criteria. To augment this, paid Indeed job postings were leveraged to reach targeted candidates.

Social Media Management

gShift assumed social media management during the campaign

“With a goal of hiring 29 Innovators in Barrie, we knew that we had to step outside the box and try something new. We had to drive people to our website to see our growth, and the gShift digital HR campaign did just that. By providing a clear and concise message, we have raised awareness about Innovative Automation and our recruitment needs. We have been very happy with the results.”

—Kim Marshall, Finance and Resource Manager

to bolster the company’s presence when prospective employees would be engaged. During this time, specific content was developed (infographics, video, event photos, job postings, etc.) to support the campaign and shared via Facebook, Twitter, LinkedIn, and YouTube.

Website

A landing page was developed to expand on the campaign theme and featured updated job descriptions video and information on the benefits of living in Barrie. This page was the primary landing for all advertising and social media efforts, giving a portal for application submission.

Results

- 5969 site visits
- 201 applications received
- Overall website traffic increased 66% during the campaign (+83% from the previous year).
- Social media traffic increased 950% from previous year.

As a result, Innovative Automation was able to fill several senior level positions. By treating recruitment as an integrated marketing campaign, gShift was able to help further position the company as a desirable place to work, and Barrie as a desirable place to live. This positioning will have lasting effects on future recruitment initiatives long after the completion of the campaign.