

# CASE STUDY



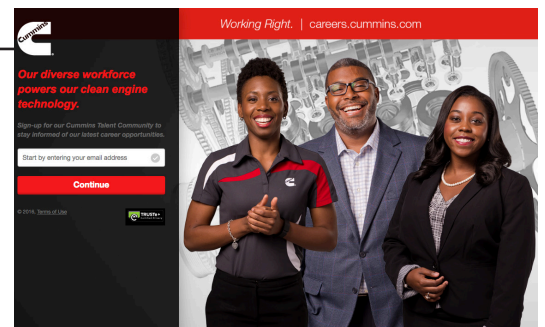
## CHALLENGE

Cummins, a Fortune 250 company with a global presence and over 73,000 employees, faced a challenge in achieving diversity within their service technicians, engineers, and management roles. Despite their size and reputation, they struggled to attract diverse candidates to these positions and into their Talent Community, a pool of candidates. In order to fulfill their commitment to supporting minorities and underrepresented groups, Cummins sought assistance in effectively targeting and engaging with these underserved markets.

## STRATEGY

To enhance diversity in their service technicians, engineers, and management roles, we took the following steps:

- Assessed Cummins' employer branding and messaging: Our assessment revealed that their employer branding and messaging did not effectively target their demographics.
- Assessed user experience: We applied as a candidate and found the application process for roles and the Talent Community to be difficult and time-consuming.
- Assessed the target market: By analyzing the target market, we determined their age, interests, and the appropriate marketing channels, including search engines and social media. Based on these assessments, we deployed the following strategies:



 Cummins Careers @CumminsCareers - Apr 15  
Join our Talent Community so our recruiters can contact you when we're hiring!  
[bit.ly/1Rq3h7D](https://bit.ly/1Rq3h7D) #WorkingRight



- Employer Branding: Highlighted Cummins' commitment to diversity and inclusion in all employer branding materials by enhancing Cummins' #WorkingRight campaign. Showcased employee testimonials, diversity initiatives, and success stories organically on digital platforms.
- Targeted Advertising: Used targeted advertising on Google, Facebook, and Instagram.
- Measure and Adjust: Continuously monitored the effectiveness of the marketing strategy and made adjustments based on feedback and performance metrics. Regularly reviewed diversity metrics to track progress.

## OUTCOMES

The campaign generated 1.2 million impressions, resulting in 8,400 link clicks and 1,598 talent recruits. The cost per recruit was \$3.76, significantly lower than the average cost per recruit of \$3,000 for these three roles.

## SOLUTIONS

Analytics and reporting, content marketing, social media, and ppc