

A SOULO CASE STUDY

IRONWORKERS LOCAL 512

SOCIAL MEDIA + DIGITAL MARKETING RECRUITMENT CAMPAIGN



WHAT WE CREATED

Because their marketing materials and online presence were inconsistent, **SOULO** proposed tightening up the **IRONWORKERS' BRAND GUIDELINES**. Then we created a social media marketing campaign designed to drive awareness and activity online, as well as a series of monthly blog posts for their website.

The blog posts were informational, focusing on aspects of an Ironworker's job, like welding, bolting, and crane safety. They also covered other aspects of an Ironworker's life, such as mental health, wellbeing, and the Ironworker's apprenticeship program.



**BRAND
CONSISTENCY**

IDEAS. CREATE. **RESULTS.**



SOULO



IRONWORKERS LOCAL 512 DOUBLED APPRENTICESHIP RECRUITS WITH STRATEGIC CONTENT AND TARGETED FACEBOOK CAMPAIGNS.

IRONWORKERS LOCAL 512 SOCIAL MEDIA CAMPAIGN INCLUDED

weekly posts as well as a paid ad campaign on Facebook. Some of the posts highlighted the work, showing pictures of finished projects; others highlighted the people, showing a graduating class of apprentices, or Ironworkers standing on top of a building. Anything that would spark interest and engagement.



FACEBOOK RESULTS

Initial efforts with the **FACEBOOK AD CAMPAIGN** were successful enough that the ad buy was expanded to target specific geographic areas and audiences. In three months, the ads generated 83,175 impressions and **1,735 CLICKS**, for a click-through rate of **2.08%**. (The average for all industries on Facebook is 0.90%.)

Furthermore, Ironworkers Local 512 saw at least **60 NEW APPLICANTS, WITH 30 ACCEPTED INTO THE APPRENTICESHIP PROGRAM**. (To put that in perspective, in the previous two years, they hadn't had more than 15 apprentices in a class.)

FACEBOOK CAMPAIGN DOUBLED RESULTS

13%
INCREASE
IN APPLICANTS

16%
INCREASE
IN INTERVIEWEES

FACEBOOK CAMPAIGN DOUBLED RESULTS

83,175
IMPRESSIONS

1,735
CLICKS

***2.08%**
CLICK-THROUGH RATE

*Average Facebook CTR
(Click-Through Rate is .90%)



creative design • web design • digital marketing • video • signage • printing • techcomm