



CASE STUDY



Golden Keys cover all aspects of catering and recruitment within the hospitality industry. They have been working with WSI for several years.

CHALLENGES & GOALS

Golden Keys wanted a way of advertising the amount of placements that they had to fill. It was crucial that they were able to find the best people for the job to uphold their strong reputation.

They wanted to campaign in a way that was cost effective, targeted and would have significant results.

There were several job types that they had to recruit for. Positions for Michelin Chefs, Pub Managers and Demi Chefs were among those available.

THE SOLUTION

Facebook stood out as being a perfect medium for our client to reach their audience. WSI created a number of campaigns that were then positioned to be viewed as small targeted advertisements on Facebook. Potential candidates could like the Golden Keys Facebook page and click through the advert to their website.

WSI made sure the advertisements were sent to the relevant people within their news-feed's by targeting specific age groups and interests. Because each advertisement had a different link we were able to make sure that everything was relevant.

For example, if you clicked the Michelin Star Chef Vacancies advertisement, you were taken to the page containing all the information regarding the available Michelin vacancies.

THE RESULT

The social media campaigns allowed us to direct people to the site for a minimal cost per click. We also managed to reach a significant total of people who would now be aware of the brand. If the advertisement was not of interest to them at the present time, they may remember the brand in the future or recommend them to someone else.

The process of submitting a CV was made as simple as possible to encourage the audience to engage. This resulted in a large number of submissions leading to strong placements.