

Attracting Qualified Applicants Through Social Media

P R E S E N T A T I O N



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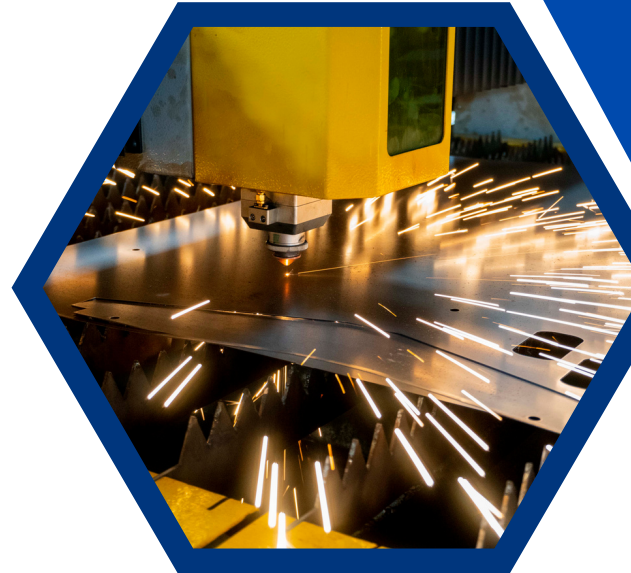
Introduction

Welcome and introduction



Importance of digital marketing and audience engagement

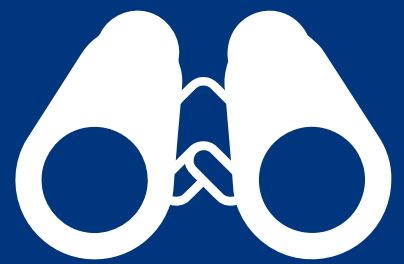
Brief overview of today's digital landscape in the manufacturing sector



Quick overview of the 4 key takeaways

Understanding Your Target Audience

- Identifying your audience
- Demographic
- Segmenting your audience for targeted messaging
- Tools and techniques for audience research
- The three W's: Who, What, Why



Content is King

-  **Importance of quality content in engaging the manufacturing sector**
-  **Tailoring content to the interests and needs of your audience**
-  **Types of content: Blogs, Employee Spotlights, Videos, Google Reviews**
-  **Interactive Content: Polls, Contests, Challenges, Giveaways**
-  **Example: Impactful content campaign in the manufacturing industry**



Captivating Your Audience



Strategies for creating engaging and interactive content



Email marketing tactics for sustained engagement



The role of visuals and multimedia in capturing attention



Leveraging social media platforms for the manufacturing community



Telling your story: people reaching people

Closing Your Audience

01

Effective calls-to-action: Best practices for the manufacturing sector

02

Converting engagement into action: Lapplications, interviews, emails

03

The importance of follow-up and nurturing relationships

04

Utilizing analytics to measure success and refine strategy

05

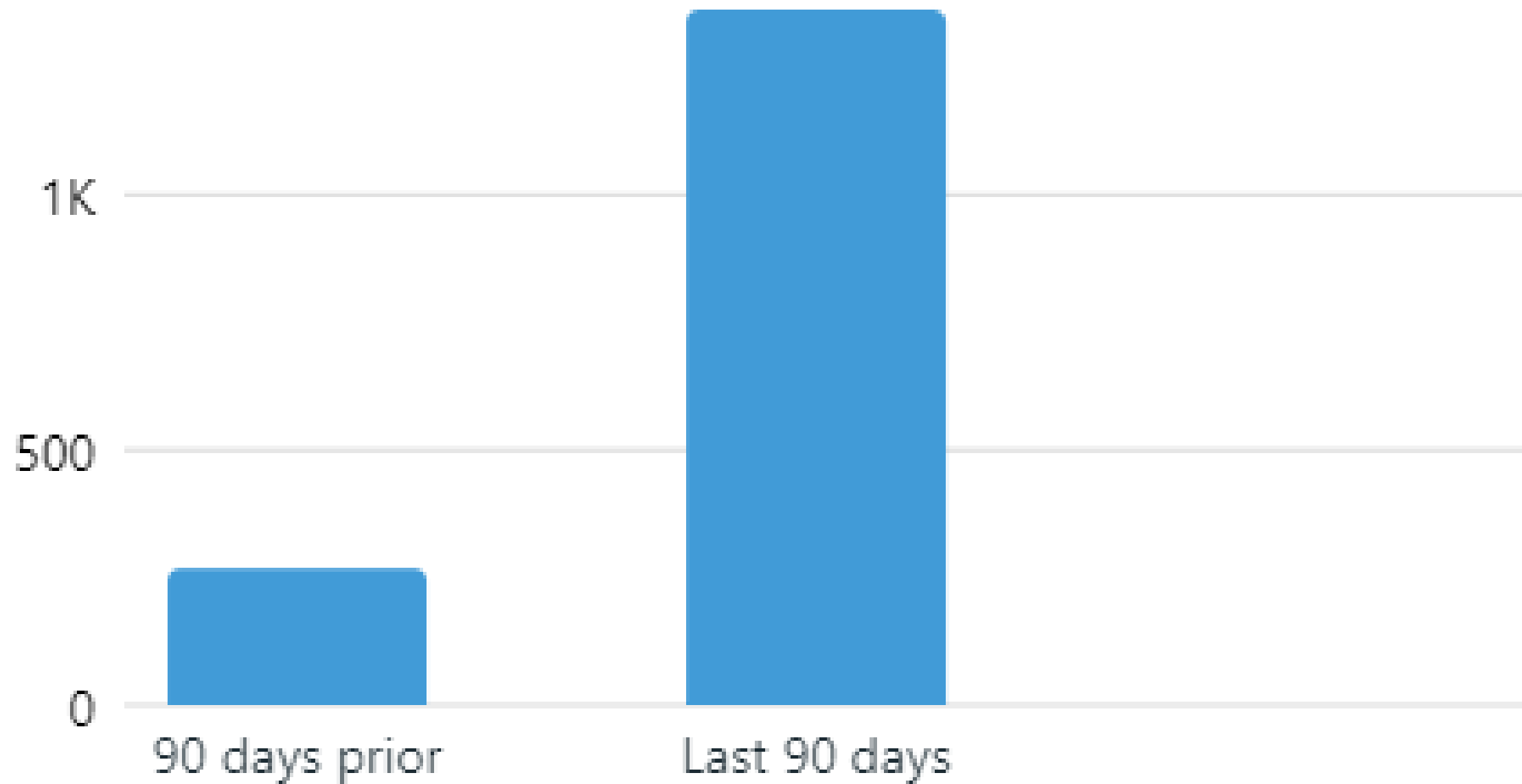
Real-world success story: A comprehensive digital campaign

Reach

Post reach ⓘ

1.4K ↑ 410.1%

Total from last 90 days vs 90 days prior



Feb 17, 2024 - Mar 17, 2024 ▼

Export

Follower highlights ?

188
Total followers

108
New followers in the last 30 days
▲ 54.3%

Follower demographics ?

Location ▼

Detroit Metropolitan Area · 79 (42%)



Grand Rapids Metropolitan Area · 17 (9%)



New York City Metropolitan Area · 4 (2.1%)



Greater Kalamazoo Area · 4 (2.1%)



Greater Cleveland · 4 (2.1%)



Greater Harrisburg Area · 3 (1.6%)



Greater Minneapolis-St. Paul Area · 3 (1.6%)



Greater Chicago Area · 3 (1.6%)



Conclusion



**Recap of the 4 key takeaways:
Understanding, Content,
Captivating, Closing**



**Encouraging ongoing learning
and adaptation**



Q&A session announcement



**Thanking participants and
closing remarks**



Thank You

FOR YOUR ATTENTION



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