EL SEGUNDO CITY COUNCIL PRESENTATION

Reporting Period: 4.1 – 6.30. 2019 | Date: 7.16.2019
OBJECTIVE & KPIs

**OBJECTIVE** Attract lateral officers to submit applications and join ESPD.

**KPIs**
- Landing Page Traffic
- "Apply Now" Clicks
- Application Submissions
KEY RESULTS & LEARNINGS

Campaign drove 430%+ lift in monthly average applications.

Campaign-to-date garnered 52.8K clicks to landing page, 1,569 clicks to apply now, 5.5MM impressions, and 309K video views.

Deploying a multi-channel/multi-partner approach enabled us to constantly optimize placements to garner the greatest results.
### PLANNING PARAMETERS

**Budget** $74K

**Timing** April – November 2019 *(Focus on peak recruiting seasons – Spring/Fall)*

**Target** Officers with **2-12 years** of experience at another agency or LA County Jails

### Cities/Departments
- DTLA
- East LA (Police Academy)
- LAPD
- LA Sheriffs
- Montclair
- Monterey Park
- Riverside
- San Bernardino
- Whittier

### Reasons To Believe
- **We are uniquely ESPD**
- $25K Lateral bonus
- Newly signed 3 year contract
- Lifetime medical benefits
- Education benefits

### Creative Assets
- Social
- Static Display & Video
- Print/OOH
- Landing Page
# Campaign Flowchart

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<th>Q3</th>
<th>Q4</th>
<th>Net Cost</th>
<th>Est. Impressions</th>
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Month-over-month growth generating a 430% lift in monthly average applications across all ESPD positions.
CREATIVE + MEDIA EFFECTIVENESS

5.5MM+ impressions
34% higher than planned Impressions

309K video views
139% higher than planned Video Views*
CREATIVE + MEDIA EFFECTIVENESS

52.8K Clicks-To-Website

1.27% Click-Through Rate

285% higher than Industry Average (0.33%)
1.569K Clicks-To-Apply Button

4.42% Click-To-Apply Rate

30% higher than Industry Average (3.40%)
SOCIAL MEDIA ACTIVITY

Campaign garnered 197 comments to-date, **80% positive**, and over all highly relevant to the lateral recruitment interests in police positions (Ex. dispatch, trainee).

Currently LAPD, possibly looking for a change. Assuming the hiring process is similar to ours, how long is the hiring process?

Hello I am very interested. What are the schedules like? And do yall offer yearly vacations?

Can I transfer from Kansas? Already certified here

Is dispatch hiring

Are you hiring for trainees also?

I have an emt certification would that help?

How to join? Interested?
LEARNINGS AND RECOMMENDATIONS
Harnessing a multi-channel media mix enabled is to maximize site sessions while generating interest and virality across platforms/channels.
Not only was this an effective recruiting campaign, it has begun to transform the brand identity and perceptions of the PD in a way we could not have anticipated.
GROWING INTEREST IN ESPD

We’re generating great buzz. The success of this campaign is being noticed around the region. Local officers are more actively visiting and clicking on our site/creative.
NOT ALL PARTNERSHIPS PERFORMED EQUALLY AGAINST OUR OBJECTIVES

Self reported interest & apps on phone greatest qualifier of interest and consideration to apply.
OPTIMIZATIONS KEY TO SUCCESS

Campaign optimizations generated incremental improvements and performance

**Budget**
- Keyword bid optimization
- Discontinuing partnership with Verve and Bridge
- Reinvesting towards top performing partners/channels
- Add additional police departments

**Audience**
- Pausing low performers
- Create new audience segments
- Add additional police departments

**Creative**
- Optimize Ad Copy & video
- Optimizing towards strongest video creatives

![Campaign Performance Month Over Month](chart)
RECOMMENDATIONS

Campaign optimizations generated incremental improvements and performance

**Capitalize on the buzz** around ESPD and **continue to utilize paid media** for brand building as well as recruitment initiatives.

**Continue to utilize multi-channel media mix with emphasis on Paid Social for awareness/action-driving efforts** and Paid Search for capturing hand-raisers as well as competitive interests.
THANK YOU