



**IFA**<sup>®</sup>

INTERNATIONAL FRANCHISE ASSOCIATION

**WEBINAR SERIES**

# Digital Marketing Adoption With Your Franchisees: How Express Employment Professionals Created Opportunity

# Speakers



Rachel Rudisill,

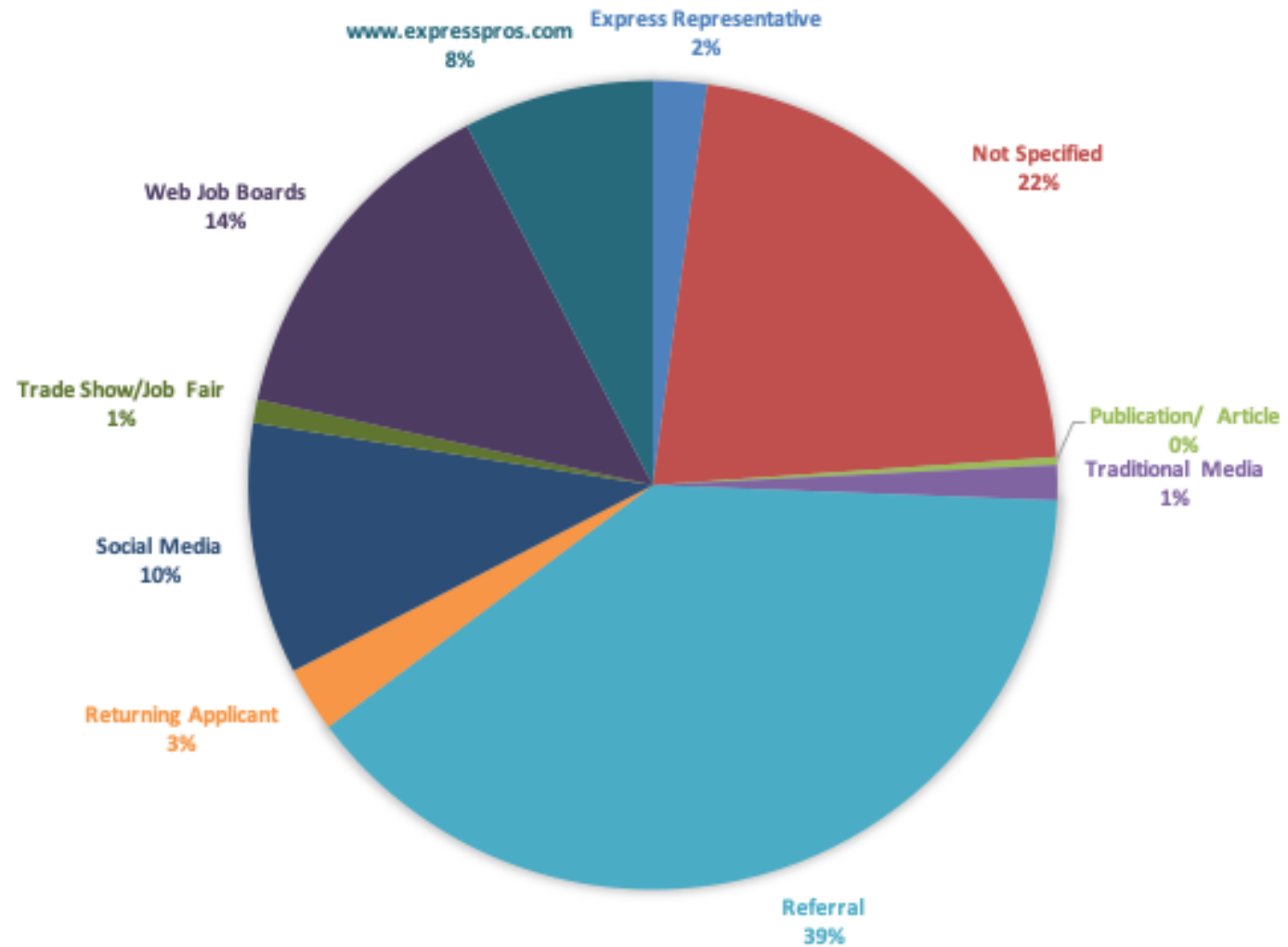
Director of Marketing,  
Express Employment  
Professionals



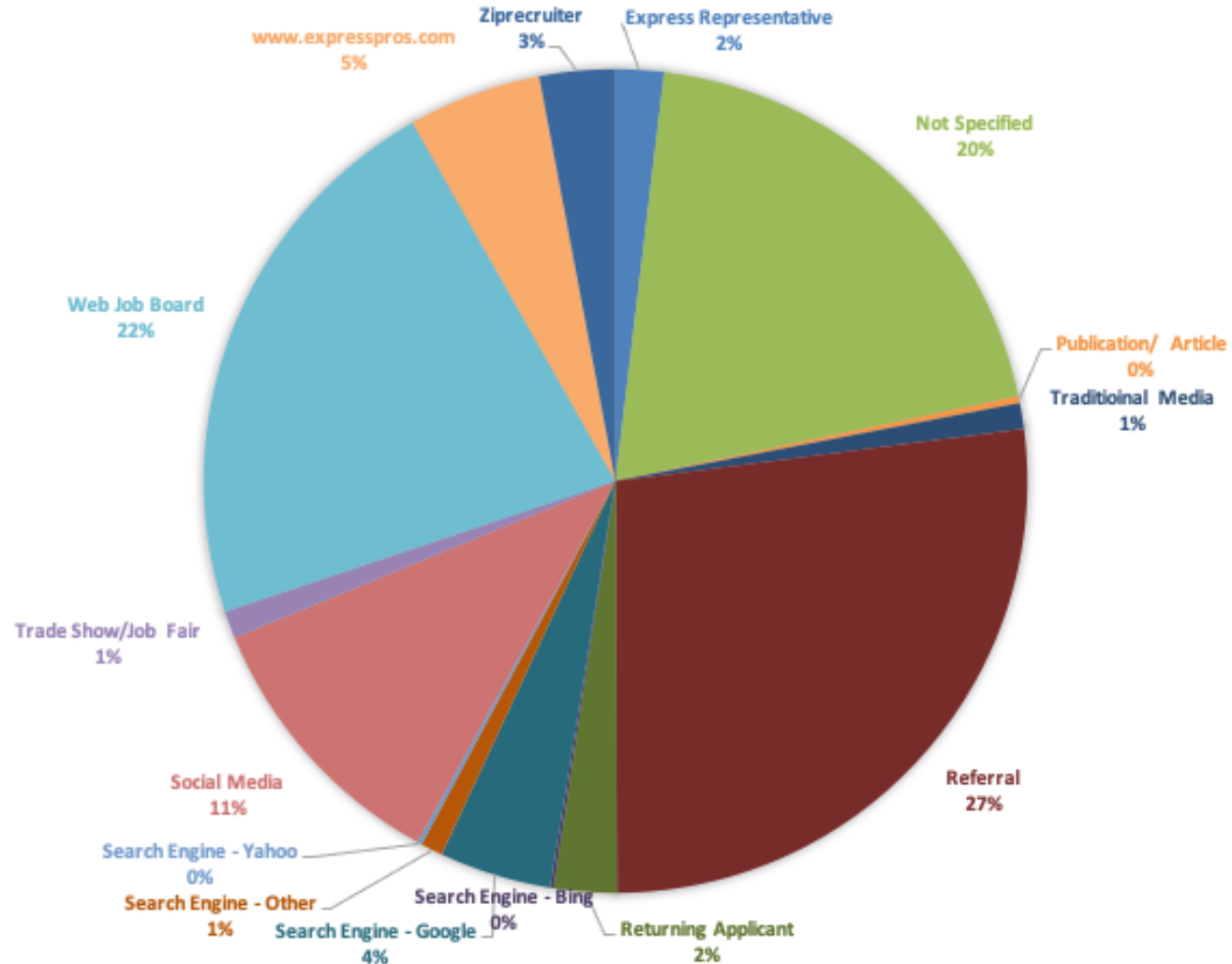
# Express Employment Professionals

- 40 Years in business
- 825+ franchises
- Annual sales of \$3.5 B
- #1 Staffing Franchise in Entrepreneur 500 for eight consecutive years

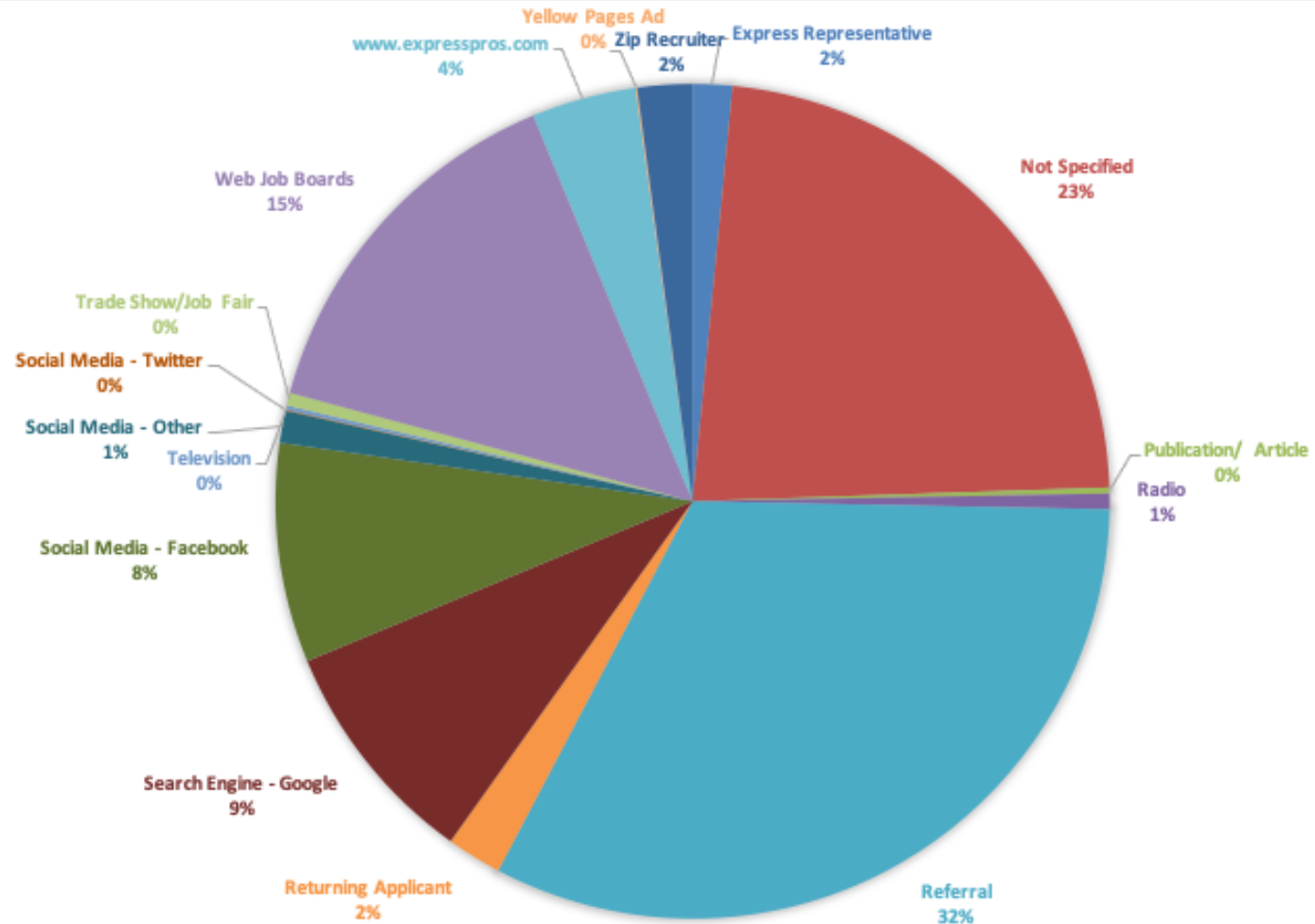
# Recruiting Sources for Associates Paid, 4<sup>th</sup> QTR 2017



# Recruiting Sources for Associates Paid, 4<sup>th</sup> QTR 2018



# Recruiting Sources for Associates Paid, 3<sup>rd</sup> QTR 2020



# 2018 Digital Marketing Pilot Program



9 pilot offices



# 2018 Digital Marketing Pilot Program

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**Express Philadelphia: Premier Employment Agency in Philadelphia**

Welcome to Express Employment Professionals Philadelphia! We're the Philadelphia area's premier employment agency, bringing quality people and quality companies together, one job at a time. No matter the position, we help prospective workers find rewarding, immediate employment while helping employers connect with hard-working, qualified candidates.

Express Employment Professionals Philadelphia is a locally owned and operated employment agency, working with companies throughout the Philadelphia area.

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If you're in need of part-time or full-time work with flexible scheduling and comprehensive benefits, Express Philadelphia is your best option for employment in the Philadelphia area. Our agency helps workers find employment, whether they're looking for a part-time office position or full-time warehouse work. We're always on the lookout for dedicated, skilled individuals, whatever their work history or experience.

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Or Call (215) 309-4765

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Or Call (215) 309-4765  
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Last Name

Email Address

Phone Number

Inquiry Type  Looking for a job  
 Need to hire employees  
 other

Message

By submitting this form, you give your consent to allow Express Employment Professionals to contact you in regards to your inquiry.

Submit Form

Steps in the Hiring Process



# 2018 Digital Marketing Pilot Program

## Santa Clarita, CA & Utica

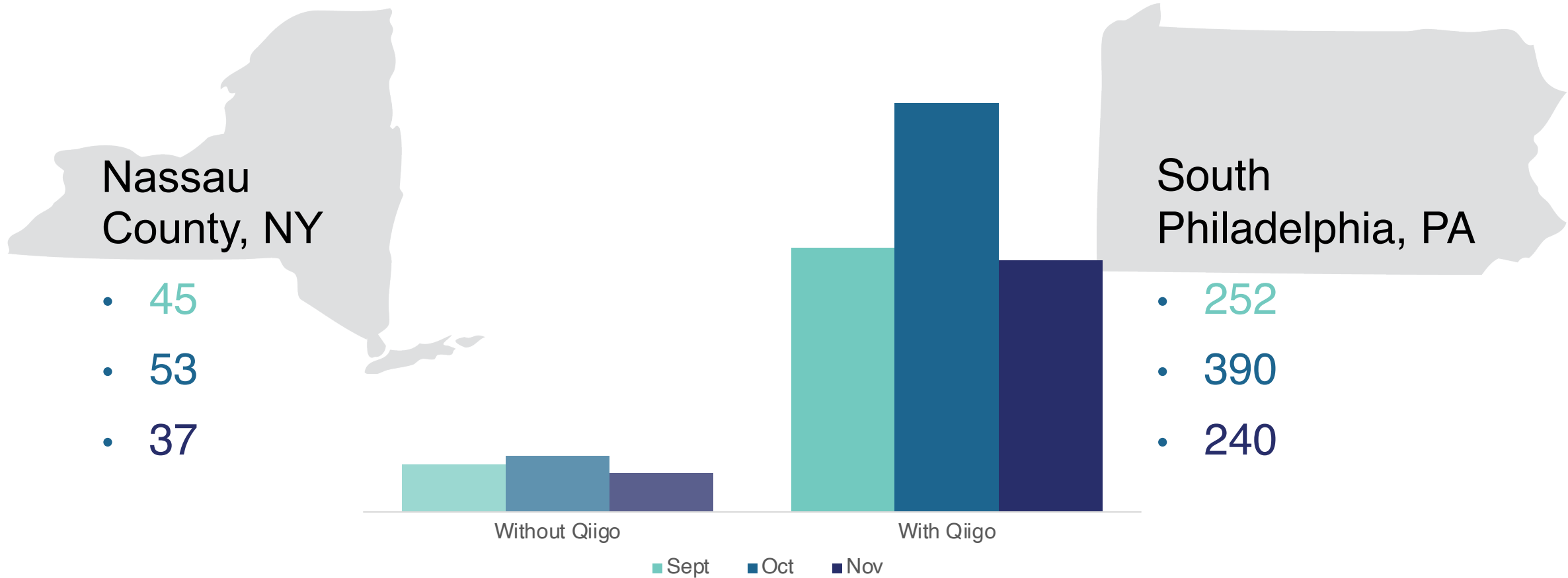
- PPC Inquiries: 204 with a Cost Per Inquiry of \$17.48

## Rome, NY

- PPC Inquiries were 349 with a Cost Per Inquiry of \$9.51

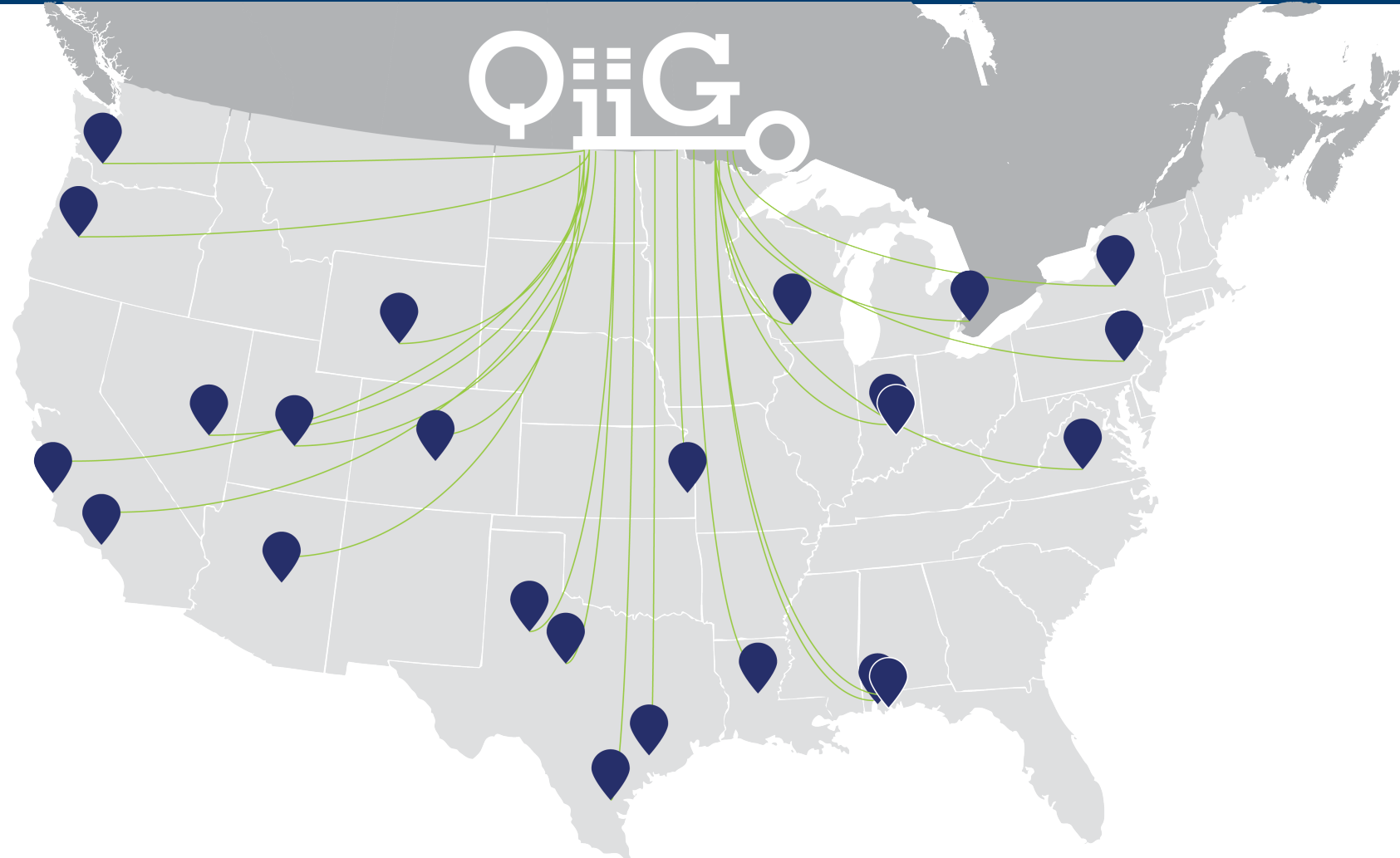


# 2018 Digital Marketing Pilot Program



Number of Online Applications

# 2019 Digital Marketing Program



# Training and Education to increase adoption

**2018**

Corporate did calls with the offices to breakdown their results and explain the products being used

**2019**

Live learning sessions at our Fall conference in 2019 and our winter conference in 2020

**2020**

PPC and Programmatic Advertising to 250+ franchise locations we required them to take five online classes in Express University.

Questions?

Thank you for attending!