

Prepared For: Frank Elliot
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April 13, 2023



City of Winston-Salem HR General Recruitment Campaign

January 23, 2023 – March 31, 2023

OVERVIEW

Dates

- January 23, 2023 – March 31, 2023*

Geography

- Winston- Salem + 50 miles

Targeting

- Adults 18+

Platforms

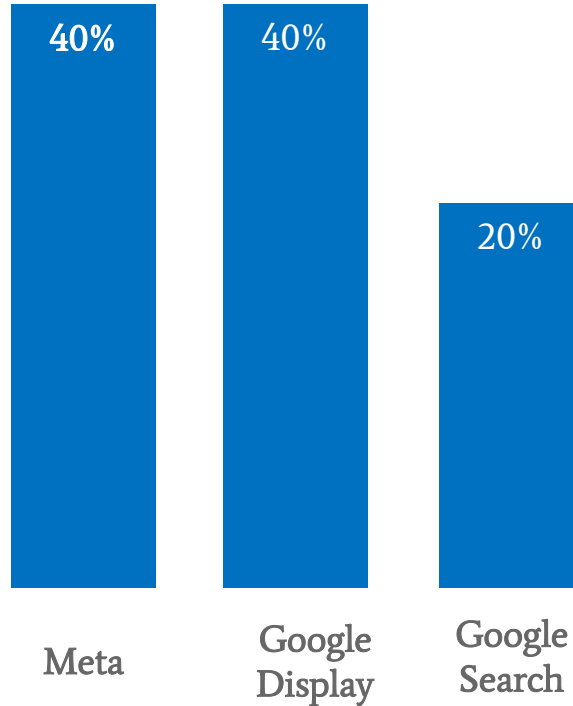
- Facebook/Instagram Combo,
Google Display, Google Search

OVERVIEW

- This 1 month digital campaign delivered over 1- million impressions and 12,809 clicks to the website for information.
- The campaign geography covered Winston- Salem + 50 mile radius .
- Demographic targeting included Adults 18+.
- Interest and behavior targeting was broad to reach job seekers. They included job seekers, part-time jobs, looking for jobs, government jobs, employment, entry-level job, shift work, recruitment, job interview, employment, part-time, LinkedIn, application for employment, employment website, job fair, job hunting and like interest and behaviors.
- In social media, the 25-34 year old Meta targets had the most impressions while the 35-44 year old had the most clicks.
- In Meta males had the highest impressions at 396,464 and clicks at 1,101.
- Overall, Google Display delivered over 1.1 million impressions and had the lowest Cost per Thousand (CPM) at \$1.31 showing Google's cost efficiency and ability for high engagement.
- The 18-24 year old Google Display target had the highest impressions on this platform at 193,573. 25-34 year old's had the highest clicks at 1,543. Females had the highest impressions at 516,470 more than double the number of male impressions.
- Google Search campaign had the highest Click Through Rate (CTR) of 11.26%. The advantage of reaching persons actively searching for employment is evident here. Meta CTR). 0.30%, Google 0.78%
- The top keyword phrase in Google Search was "City of Winston-Salem jobs" delivering 705 clicks and the highest number of conversions at 642.
- A Google Search *make-good* campaign was included due to the delay of the initial campaign because of issues with Google Display & Search. This resulted in the campaign end date being extended until March 31, 2023.

Campaign Budget Allocation Spend

- Meta
- Google Display
- Google Search



Campaign Performance

Meta

General 18+
Imp - 703,967
Link Clicks – 2,088
CPC - \$0.72
CTR - 0.30%
CPM - \$2.13
Cost - \$1,500

Google- Display

General 18+
Imp – 1,129,726
Link Clicks – 8,864
CPC - \$0.17
CTR - 0.78%
CPM - \$1.31
Cost - \$1,481.29

Google- Search

General 18+
Imp – 24,593
Link Clicks – 2,836
CPC - \$0.47
CTR - 11.62%
CPM - \$55.21
Cost - \$751.83

Meta Performance

Platform

General 18+

Imp - 703,967

Link Clicks – 2,088

CPC - \$0.72

CTR - 0.30%

CPM - \$2.13

Cost - \$1,500



Meta Age Performance



Age	Impressions	Link Clicks	CPC	CTR	CPM
18-24	78,259	94	\$1.78	0.12%	\$2.14
25-34	184,909	453	\$0.89	0.24%	\$2.17
35-44	159,465	548	\$0.62	0.34%	\$2.15
45-54	124,112	507	\$0.53	0.41%	\$2.11
55-64	95,956	324	\$0.62	0.34%	\$2.08
65+	61,266	162	\$0.79	0.26%	\$2.08

Meta Gender Performance



Gender	Impressions	Link Clicks	CPC	CTR	CPM
Female	303,732	975	\$0.68	0.32%	\$2.17
Male	396,464	1,101	\$0.75	0.28%	\$2.10
Unspecified	3,771	12	\$0.71	0.32%	\$2.25

Google Display Performance

Platform

General 18+

Imp – 1,129,799

Link Clicks – 8,865

CPC - \$0.17

CTR - 0.78%

CPM - \$1.31

Cost - \$1,481.29



Google

Google Display Age Performance



Age	Impressions	Link Clicks	CPC	CTR	CPM
18-24	193,573	1,357	\$0.15	0.70%	\$1.06
25-34	123,495	1,543	\$0.17	1.25%	\$2.13
35-44	96,679	927	\$0.19	0.96%	\$1.78
45-54	48,444	386	\$0.22	0.80%	\$1.72
55-64	99,703	623	\$0.23	0.62%	\$1.45
65+	167,960	995	\$0.20	0.59%	\$1.16

Google Gender Performance



Gender	Impressions	Link Clicks	CPC	CTR	CPM
Female	516,470	3,711	\$0.19	0.72%	\$1.35
Male	239,960	2,939	\$0.15	1.22%	\$0.95
Unspecified	373,296	2,214	\$0.16	0.59%	\$2.25

Google Search Performance

Platform

General 18+

General 18+

Imp – 24,593

Link Clicks – 2,836

CPC - \$0.47

CTR - 11.62%

CPM - \$55.21

Cost - \$751.83



Google

Google Top 10 Keywords



Top Keywords

Link Clicks

Conversions

city of winston salem jobs	705	642
forsyth county jobs openings	301	260
government jobs that are hiring	109	94
forsyth county government jobs	90	79
forsyth county jobs winston salem nc	78	75
city of ws jobs	55	53
#jobs	61	48
government jobs winston salem nc	44	39
#employment	34	32
#recruiting	30	29

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Facebook Feeds

City of Winston-Salem, NC - Government
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Our benefits are better than theirs.

Winston Salem

Be One Of Us

Winston Salem

Our benefits are better than theirs.

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Real Job Security

City of Winston-Salem

Competitive pay and opportunities for raises.

Winston Salem

Competitive pay and o

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OPEN



Hiring Since 1913

Incentives for hard-to-fill jobs.

Winston Salem

Close

Open

Thank You For Choosing



Nandrea Ward

Tisha Redd, Media Specialist
