



CASE STUDY

FRESNO COUNTY SHERIFF'S OFFICE

CORRECTIONAL OFFICER
RECRUITMENT CAMPAIGN



Timing: Jun. - Sep. 2024

Campaign Budget: \$100,000

BACKGROUND

The Fresno County Sheriff's Office faced a pressing need to fill approximately 80 correctional officer vacancies. To tackle this recruitment challenge, they partnered with HYPHEN (formerly JP Marketing) to create and execute a results-driven campaign. This case study explores the campaign's strategic approach, creative execution, and measurable impact.

1,895
LEADS
GENERATED



OBJECTIVES



Develop a recruitment campaign to hire Fresno County Correctional Officers and significantly reduce staffing shortages.

Strategy

The recruitment campaign strategy centered on understanding and addressing the diverse motivations and needs of the target audience while emphasizing the unique benefits of a correctional officer career. Extensive research into audience demographics, behaviors, and career aspirations shaped the campaign's focus.



Core Strategic Pillars

1. Tailored Messaging for Varied Audiences

- Recent graduates were shown opportunities for career growth and stability.
- Military veterans were presented with a natural transition into meaningful public service.
- Career changers were invited to pursue a fulfilling job with purpose.
- Young adults were targeted with messaging that emphasized professional development and work-life balance.

2. Highlighting Work-Life Balance

- The campaign emphasized flexibility, job security, and opportunities for advancement, encapsulated in the tagline: **"You Can Have It All."**
- The tagline reinforced the idea that a correctional officer career offers financial stability, personal growth, and time for family.

3. Data-Driven Targeting

- Platforms and placements were selected based on audience media consumption habits, ensuring the message reached the right people at the right time.
- Digital campaigns leveraged interest-based targeting, geographic data, and behavioral insights for precise ad delivery.

4. Multi-Channel Approach

- A mix of digital, traditional, and print channels ensured maximum exposure to the targeted audience segments. This approach maximized reach while driving meaningful engagement.

Execution

A comprehensive, multi-channel approach ensured broad outreach and high engagement:

Digital Marketing

- Meta Platforms (Facebook, Instagram)
 - Featured carousel and video ads
 - Male-focused creatives slightly outperformed female-focused ads
- TikTok
 - Video ads optimized for younger audiences

Traditional Media

- Connected TV (FoxFlex)
 - High-visibility spots on streaming platforms
- iHeart Radio
 - Endorsement-style ads during morning and evening drivetime
 - Spots broadcast on Spanish and Christian stations

Print Materials

- Distribution of 3,000 rack cards, table tents, and coffee sleeves at key community hubs like veterans' centers, libraries, and churches.





Results

The campaign generated exceptional results across all platforms, surpassing initial expectations.

Digital Performance

- **Meta** (Facebook, Instagram)
 - **Impressions:** 2,649,270
 - **Clicks:** 19,715 (CTR: 0.74%)
 - **Leads:** 1,768
 - **CPL:** \$12.13 (188% more cost-efficient than the platform average)
- **TikTok**
 - **Impressions:** 1,820,360
 - **Clicks:** 3,541 (CTR: 0.19%)
 - **Leads:** 127
 - **CPL:** \$116.59

Traditional Media

- **FoxFlex** (Connected TV)
 - Impressions: 465,158
 - Video Completion Rate: 99.38%
- **iHeart Radio**
 - **Total Impressions:** 366,800 across multiple stations

Traditional Media

- Over 3,000 assets distributed to target audiences.

Key Metrics

- **Total Impressions:** 4,934,788 (exceeding the 1.2M target by 280%)
- **Total Leads:** 1,895
- **Average CPL:** \$18.34 (48% more cost-effective than the estimated \$35 CPL)

Key Achievements

- **Impressive Lead Generation:** Generated nearly 1,900 leads through cost-efficient channels.
- **Engaged Target Audiences:** Meta platforms delivered the highest engagement and lead volume.
- **Effective Messaging:** The campaign's "You Can Have It All" tagline resonated with diverse audiences, emphasizing meaningful career opportunities.

Conclusion

The Fresno County Sheriff's Office Correctional Officer Recruitment Campaign demonstrated the power of a well-executed, multi-channel marketing strategy. By leveraging digital platforms, traditional media, and targeted print materials, the campaign achieved its objectives and provided a cost-effective solution to the Sheriff's Office's recruitment challenges. The impressive results underscore the effectiveness of HYPHEN's data-driven approach to creative marketing.

280%
TOTAL
IMPRESSIONS

