



Better targeting of all RecruitMilitary audiences with Salesforce Ad Studio

A DCG CLIENT SUCCESS STORY

Connecting US veterans with great job opportunities, RecruitMilitary is a wholly owned subsidiary of Bradley-Morris, Inc. and the largest military-focused recruiting company in the US. RecruitMilitary wanted to converge its marketing and advertising audiences and launch more streamlined and targeted campaigns across channels.

Overview

Looking to be smarter with its advertising spend and move beyond blanket marketing efforts, RecruitMilitary sought a solution to weave marketing and advertising efforts together to produce more streamlined, targeted, and effective campaigning. The solution also had to work with its existing marketing technology, Salesforce Pardot. After investigating several options, RecruitMilitary decided that Salesforce Ad Studio offered the account-based marketing tools and integrated advertising capabilities it was looking for.

Recruit Military's campaign processes were mostly manual and tended to focus on its sweet spot of events. The acquisition by Bradley-Morris strengthened the need to be able to deliver coordinated and targeted messaging. With the combined audiences and the desire for more mature marketing practices and activities, RecruitMilitary implemented Ad Studio, knowing it would help provide clarity on the effectiveness of current marketing efforts, particularly advertising, yet aware of the potential challenges and hurdles ahead.

We needed a solution that would help us hit the right people at the right time, in the right channel and in an efficient manner. — Recruit Military, VP Enterprise Systems

Challenges

The new tool and combined marketing efforts required the two companies' teams to change their approach to marketing as well as learn a new technology. The internal change management efforts outweighed the technological adoption: having a coordinated strategy in place before implementing the technology helped provide the teams with the touchstone they needed to guide the adoption.

Getting the segmentation and targeting right required a much deeper understanding of the data they had, and what it meant.

How the Product Helped

Having both Bradley-Morris and RecruitMilitary using the same technology has already enhanced their campaign effectiveness and created workflow efficiencies. The teams have also been able to refine and improve audience targeting.

RecruitMilitary sought to continue offering its full suite of services while building new and unique value for customers. Ad Studio has enabled the company to take a more holistic approach to delivering a tailored customer experience.

Lessons Learned

Slow and steady wins the race. RecruitMilitary found that keeping things simple and not adding complex, more advanced features before having a good hold on the basics helped with the overall adoption of Ad Studio. By understanding how the technology could provide benefits – efficiency, wider reach, automation, etc. – for the activities and data the teams were comfortable with, RecruitMilitary was able to design a roadmap for the continued evolution of the product.

The teams also focused on maintaining good management practices around their known data, while delving deeper into the data they hadn't yet fully leveraged.

Having the right teams in place, with the necessary skills, understanding, and interest, is critical to the long-term success of the investment.

Data is the new oil. You can't use tools like Salesforce if you don't know what you have and how to leverage it.

— Recruit Military, Senior Executive

About Digital Clarity Group

Digital Clarity Group (DCG) is a research and advisory firm that helps organizations deliver world-class customer experience through partnerships with best-fit technology vendors and digital partners, helping enterprise buyers of services and technologies engage with the optimal set of partners for their digital transformation and customer experience initiatives. DCG delivers on its mission through its VOCalis customer satisfaction assessment program, its vendor and digital partner selection services, and Partner Finder, a free resource that buyers use to identify qualified digital partners based on key criteria.