

VINNELL ARABIA

A NEW SOCIAL RECRUITMENT STRATEGY WINS BIG!

VIQTORY helps Vinnell Arabia, a defense contractor, fill mission critical positions at scale, cost and speed without going to job fairs, posting on job boards, paying recruitment fees or networking on LinkedIn!

GOALS

- Generate a large amount of activity from veterans interested in overseas contracting.
- Increase Vinnell Arabia brand awareness on Social Media to capture passive veteran job seekers
- Generate qualified applicants for overseas contracting positions

APPROACH

- Leverage VIQTORY's first-party military data audience, lookalike and personas through an advanced Social recruitment programmatic targeting campaign.
- Create cross-platform social targeting and a lead acquisition funnel for tracking and remarketing opportunities.
- Increase veteran talent pipeline with new candidates not yet familiar with Vinnell Arabia.

RESULTS

- **500,000 targeted impressions** delivered using first-party data across our Social sphere targeting passive yet skilled veterans.
- **4.37 CTR(all). 477% above industry average**
- **10,416 people taking action 22,000+ clicks**
- **181 Job applications**

VINNELL ARABIA'S BUSINESS OBJECTIVE AND CHALLENGE

Vinnell Arabia a client of VIQTORY since 2014 is the leader in U.S. military doctrine-based training, logistics, and support services inside Saudi Arabia. Vinnell's expertise in designing, developing and executing training systems is only achieved by highly qualified former U.S. military and other U.S. government agency personnel. Vinnell Arabia missions depend on a constant stream of ex-military personal to fill year long contracts, VIQTORY has consistently delivered a high volume of in-demand and skilled ex-military workforce pipeline!

VIQTORY'S UNIQUE EXPERTISE

VIQTORY's rich first-party data set, incorporating survey results, lookalike audiences, data overlays, predictive models built by their in-house data scientists and digital strategists helps their clients reach millions of potentially interested U.S. veterans and military spouses.

181

New Job applications

500,000

Targeted impressions delivered

10,416

Veterans Taking action

POWERFUL SOCIAL RECRUITMENT MARKETING

VIQTORY developed a refined, but rapid approach to campaign execution. First, VIQTORY helped Vinell Arabia define who their target audience was through an audience discovery call. Numerous military-centric audience segments were considered such as age, branch of military, rank, education, location, skillsets and behavior. Once a customized audience was identified, VIQTORY moved to market messaging. More than 15 years of publishing, advertising and engagement, combined with first-party data, provide VIQTORY clients with deep insights into the needs, interests and behavior of the veteran community that Vinell Arabia leveraged. VIQTORY helped Vinell reach veterans seeking overseas contracting with a strong message-to-market match and first-party data.

G.I. Jobs Magazine
Written by G.I. Jobs Magazine | May 1 at 5:03pm

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#Veterans Vinell Arabia is an overseas security contracting company looking for veterans with Armament Weapons Repair experience to join the worldwide mission. Apply Today!



READY FOR A NEW CHALLENGE
Cooking • Monitoring • Planning
Providing the highest quality training and support for the National Guard for Senior Armament Technicians

Armament Weapons Repairman Wanted
Functions as an Electrical/Avionics/Armament/Fire Control/Aircraft Survivability Equipment (ASE) Technician on the AH64E and AH-6i helicopter. Responsible for the maintenance being performed on the armament/fire control/weapons...

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