



National Guard Case Study

Background

The National Guard is a reserve component of the United States Armed Forces. Composed of military members and units from each state, the District of Columbia, and the territories of Guam and the Virgin Islands, the National Guard can be deployed or mobilized for federal and domestic missions. There are approximately 350,000 guardsmen currently serving in the United States.

Recruiting and retention serve as a top challenge and ongoing priority for the National Guard, as unemployment remains low and the competition for top talent across industries and career fields grows.

Approach

To increase visibility of its openings and ensure sufficient candidate flow to fulfill mission requirements, the National Guard turned to LinkUp to sponsor key listings. LinkUp provided premium web placement for job openings leveraging its performance-based pay-per-click model.

Results

LinkUp ranked number one among all sources, delivering 761 applicants with a conversion rate of 64%.



Industry

Government & Defense

Challenge

Increased candidate flow

Solution

LinkUp pay-per-click campaign

Results

Applicants:

761

Applicant conversion rate:

64%

Rank amongst sources:

1st