

Case Study – Micron Technology Recruiting

Facing a spontaneously planned career fair in the Dallas area and tight print deadlines on Super Bowl Sunday weekend, Micron Technology called LION to come up with a new approach to reach their target audience and boost website traffic and event attendance. In less than a week, LION New Media was able to put together and implement a powerful, Local Online marketing solution that dramatically outperformed expectations.

Micron's Marketing Challenge



Micron's 300x250 Showcase Ad generated more than 500 clicks.

- ✓ **Client:** Micron HR Communications
- ✓ **Target Geography:** Dallas – Fort Worth
- ✓ **Audience:** High-tech, College educated, Job seekers
- ✓ **Campaign Flight:** 8 Days
- ✓ **Websites:** Local Media websites/ Job boards. Sponsorship opportunities on tech, business & employment sections
- ✓ **Message:** Micron is hiring! Learn more at the Career Fair
- ✓ **Creative:** Various IAB creative ad sizes
- ✓ **Impression Goal:** Own the online market in targeted locations
- ✓ **3rd Party Ad Tracking:** Impressions delivered, CTR, most productive creative elements, most productive sites, ROI
- ✓ **Benchmark:** Qualified job applicants, resumes, Career Event attendance

LION's Local Online Solution

Local media companies are the most trusted and frequented websites in every market and that certainly holds true in the Dallas/ Fort Worth media market. In addition to a well trafficked local job board, LION focused the Online Display Ad campaign on the websites of the two major newspapers in the area: the Dallas Morning News and the Fort Worth Star-Telegram. The high volume local NBC affiliate website was added for additional reach and frequency. The LION online solution pin-pointed Micron's High-Tech target audience in highly relevant content sections like Employment, Business, Money, Technology and News.

LION chose four websites to blanket Dallas' High-Tech marketplace...

- DallasNews.com:** Employment, Business and Technology on the region's #1 media website
- TexasJobs.com:** Pinpoint targeting on one of the area's niche tech job sites. Campaign included an email blast to tech subscribers
- NBC5i.com:** Added Reach and Frequency on the #1 TV news site to target demographics
- Fort Worth Star-Telegram:** Employment, Business and Tech News features were targeted



The campaign reached 25% of the market's online audience in one week.



Micron Technology Recruiting – Dallas

"This was an awesome campaign and we accomplished what we set out to accomplish. I appreciate all the work you have done as it relieves me from pushing out all the print media. Great Job on everything!"

- Tracy Sivey, Micron

"We had a better turn-out for this career fair than any other so far. The entire campaign was trackable, cost effective and worked like magic. The fact that you turned everything around so quickly is incredible. We're sold on Local Internet Advertising with LION."

- Dave Englund, Micron

Indisputable Results!

- ✓ **Reach & Frequency:** In just 8 days, over 2,000,000 Micron Internet Ads were served to their targeted audience in an optimal environment
- ✓ **Guaranteed Delivery:** LION timed the pacing so all four websites achieved their campaign goals
- ✓ **Targeted Messaging:** Over 2,000 people clicked through to read the Micron job postings and website
- ✓ **Overwhelming Response:** Over 200 people showed up for the two-day Career Fair
- ✓ **Immediate Results:** Recruiters reported dozens of interviews with qualified candidates



About LION New Media...

LION New Media is the industry's most comprehensive provider of Local Online marketing services. Quite simply, we develop effective online advertising programs that allow our agency partners and clients to blanket any local media market in the country effortlessly and flawlessly. Our mission is to give great service to advertisers looking to get great results from Local Online Advertising campaigns.

LION NEW MEDIA
LOCAL INTERCONNECTED ONLINE NETWORK

Online Advertising Made Easy

1.800.676.1019

Learn more at www.LionNewMedia.com

LION New Media is a full service Online Advertising Service Provider dedicated to streamlining the entire process for agencies and advertisers who are looking for great results in Local markets. Our 'White Label' agency solutions keep LION completely transparent to your clients.

- ✓ Customized Media Plans & Presentations
- ✓ Creative Services
- ✓ Online Media Buying Services
- ✓ Third Party Ad Serving
- ✓ Campaign Optimization
- ✓ Unified Delivery Reports
- ✓ Single-Point Billing

