

Customer Profile

Boeing | www.boeing.com

The world's leading aerospace company and the largest manufacturer of commercial jetliners and military aircraft



Marketing Challenges and Goals

- Raise the number of qualified applicants seeking employment with Boeing
- Increase Boeing's brand awareness as an employer
- Increase clickthrough and conversion rates
- Drive traffic to Boeing's careers website
- Fill priority positions
- Attract top talent
- Educate applicants about Boeing's ability to provide relocation

Solution

- Conduct market research to determine where qualified applicants reside
- Devise a Google AdWords campaign to serve position-specific ads combined with geo-specific targeting
- Implement a national campaign targeting general keywords and job disciplines to find job applicants willing to be relocated
- Collaborate with Google to select keywords
- Run the campaign for 90 days
- Use the Google Budget Optimizer campaign management tool to adjust keyword maximum amounts to stay within Boeing's budget
- Monitor and optimize the campaign to ensure success

Results

- Google AdWords provided the lowest-cost advertising method and yielded the greatest amount of traffic
- Delivered more than 14,500 prospects to Boeing's career site
- Increased traffic to the site by 75 percent
- Delivered 1,930 percent higher return on investment than traditional advertising tactics such as print ads
- Generated thousands of prospects per month

Goal: Drive qualified traffic to career site at lower costs



Boeing achieved 1,930 percent higher ROI than traditional advertising tactics with Google AdWords

Business

The Boeing Company is the world's leading aerospace company and the largest manufacturer of commercial jetliners and military aircraft combined, with capabilities in rotorcraft, electronic and defense systems, missiles, satellites, launch vehicles and advanced information and communication systems. Boeing's reach extends to customers in 145 countries around the world, and Boeing is the number one U.S. exporter in terms of sales. To fuel its pipeline of top talent, Boeing sought to increase the number of qualified applicants received through its careers website.

Approach

Boeing worked closely with JWT Employment Communications to increase awareness of Boeing's employer brand and highlight priority positions. Boeing offers thousands of technical openings across the United States and needed to attract more top talent and take advantage of Boeing's ability to provide relocation.

JWT conducted market research indicating that many qualified applicants reside in markets where Boeing's job openings are located. Based on this information, the JWT team devised a strategy that served position-specific ads combined with geo-specific targeting. "We found that advertising specific positions delivered the highest clickthrough and conversion rates, but combining them with geo-specific targeting had been difficult for us using traditional online advertising methods, like job boards or print advertising," explains JWT Search Manager, Sean Mulholland.

Search-based advertising using Google AdWords offered the right mix of geo-targeting capabilities, user-targeting, and proven return on investment (ROI) that Mulholland was looking for. "We used AdWords to develop ads specifically targeting each city where Boeing offers jobs. We maximized our budget by serving position-specific ads to local candidates. We also implemented a national campaign targeting more general keywords and job disciplines to find job applicants who might be willing to relocate," explains Mulholland.

Mulholland and his team first identified several hundred keywords to be used in the campaign based on the job openings listed on Boeing's Careers website. Then they collaborated with a team of Google specialists to expand the list to several thousand keywords to target active and passive job-seekers. Respondents to job-specific ads were sent directly to the job description page while respondents to broader ads were directed to the Boeing Careers homepage.

The campaign was scheduled for 90 days. During that time, the JWT team used free Google account tools to adjust keyword maximum amounts to stay within Boeing's budget. The JWT team continually monitored and optimized the campaign to ensure success. "AdWords let us use local targeting and optimize ads quickly to help maximize results," explains Mulholland.

AdWords provided the lowest-cost advertising method employed by Boeing, yet it generated the greatest amount of traffic to the Boeing Careers sites – more than 14,500 prospects were delivered to the boeing.com/careers page during the course of the campaign.

Sean Mulholland
Search Manager, JWT
Employment Communications

Clearly AdWords is an excellent addition to our recruiting efforts. AdWords campaigns routinely generate thousands of prospects per month, every month in a cost-effective way.

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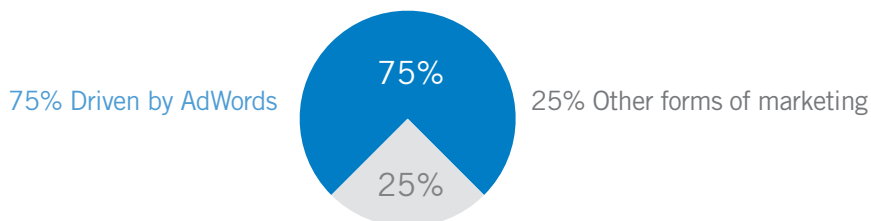
Results

The Google AdWords campaign didn't take long to start producing qualified candidates. "AdWords provided the lowest-cost advertising method employed by Boeing, yet it generated the greatest amount of traffic to the Boeing Careers sites – more than 14,500 prospects were delivered to the boeing.com/careers page during the course of the campaign," says Mulholland.

AdWords also offered the lowest cost-per-lead and the highest volume of prospects of any advertising vehicle. Immediately following the launch of the AdWords campaign, 75 percent of the traffic to Boeing's career sites could be tracked back to AdWords.

All in all, AdWords delivered up to a 1,930 percent higher ROI than the other traditional advertising tactics used, including print advertising and job fairs. "Clearly AdWords is an excellent addition to our recruiting efforts," concludes Mulholland. "AdWords campaigns routinely generate thousands of prospects per month, every month in a cost-effective way."

Traffic to Boeing's career site



About Google Adwords Services

Google AdWords is currently used by thousands of businesses worldwide to gain new customers in a cost-effective way. AdWords use keywords to precisely target ad delivery to web users seeking information about a particular product or service. The program is based on cost-per-click (CPC) pricing, so advertisers only pay when an ad is clicked on. Advertisers can take advantage of an extremely broad distribution network, and choose the level of support and spending appropriate for their business.

For more information on launching your own campaign or getting expert help, visit <http://adwords.google.com>.