



CASE STUDY:
SKILLS FOR CHICAGO

Keep Clients Happy with Effective Marketing



The Business Challenge

When I joined Skills for Chicago, our Client Services and Talent Acquisition leaders made it clear we needed to boost recruitment marketing to fill the pipeline for open roles with our employer partners.

Why recruitment marketing?

Skills for Chicago is a workforce development organization connecting long-term unemployed or underemployed individuals with quality jobs.

We needed to attract ideal applicants and refer them to our clients to help build their teams successfully while reaching our community impact goals.

The Marketing Opportunity

Recruitment efforts were disconnected from our client success and talent acquisition teams' needs.

I knew we could hit our goals if the teams worked together to create a cohesive user experience.

We adopted new tools and established new ways of working to reach applicants more effectively.



Internal Alignment

As the recruitment marketing lead, I began attending weekly operations calls between Client Services and Talent Acquisition. As they reviewed the number of applicants moving throughout the interview process for each open role, and the monthly deadlines for each pool of candidates, I realized **we lacked context for marketing decisions**:

- How hard to fill was each role?
- How many applications did we need to source the right pool?

After the first few weeks, **the team developed a new reporting system that helped me prioritize** which roles needed which level or type of marketing support.

Building on this new partnership, I worked with the Client Services and Talent Acquisition directors to create a **recruitment marketing worksheet that standardized the information** being provided across clients.

Their teams filled the form out together and then submitted it to marketing for a role to be posted and promoted. This new process ensured **all three teams and our clients had clarity on position requirements and recruiting needs** so we could design and execute effective campaigns.

Deliverable: Worksheet

Job Details

Company Name:

Job Title:

Link to job description:

Pay rate:

Location(s):

Hours/Availability:

Responsibilities

For example:

- Scheduling appointments
- Checking in patients
- Maintaining patient records

Applicant Requirements

For example:

- ☐ HS Degree
- ☐ College Degree
- ☐ Valid Driver's License
- ☐ Minimum Age: _____
- ☐ Software/Tools: _____

Soft Skills: problem solver, good with people, organized

Internal

- Total spots available
- High Volume/High Difficulty?
- Application deadline



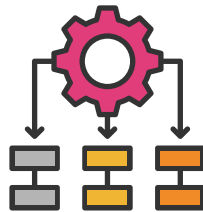
Source: Skills for Chicago

The worksheet was filled out by Client Services & Talent Acquisition reps working together on each role.

Segmentation

By grouping contacts with similar needs, interests, and behaviors, we could focus our messaging on what really mattered to each audience instead of trying to appeal to everyone.

This led to clearer messaging, less wasted spend, and marketing that felt more relevant because it was built for the right people, not just more people.



Organized roles by **industry** (eg, finance, health care, retail), **job function** (eg, administrative, customer support, logistics) and **location**



Transferred our website and email marketing to HubSpot to leverage **dynamic lists based on user activity**



Regularly **imported recent applicant emails** to send them job listings for related industries and job titles or in their area



Segmentation



Routinely **suppressed inactive users** to keep lists clean and keep messaging relevant



Expanded “Hot Jobs” e-newsletters to include **targeted sends** by industry, location, or function in addition to general weekly sends to all applicants



Developed a **community partner e-newsletter** to leverage the reach of our local service network



Created an integrated user experience by applying **similar segmentation and targeting** to organic social, paid social, paid search, and job fairs



Results

In only 6 months:

42.5% We increased average daily applications

200% We doubled our email open rates

1100 We beat our internal job placement goal before deadline



Source: Skills for Chicago

Ready to keep clients happy
with better marketing?

Let's talk.





Mariaelena Morales

I solve marketing puzzles. Connecting business goals, audience needs, trends, and multi-channel expertise, I've spent 14 years driving strategic results aligned with long-term growth in varied industries across the private and non-profit sectors.

Teams are being asked to do more with less, but they're often doing more and getting less. **I can help you get more from your marketing efforts.**

Contact me for:

- Go-to-Market Action Plans
- Brand Growth Strategies
- Collaborative Marketing Integration



mariaelenamarketing.com