

## Express Employment Professionals Extends Reach, Grows Leads through Bizo

### ExpressPro's Campaign Snapshot:

- **Objectives:** Increase brand awareness and boost registrations for leadership training event
- **Target Business Demographics:** Local business owners, HR professionals, and hiring managers
- **Results:** Bizo advertising generated the same number of event registrations as a TV campaign—but at 5% of the cost



"Our Bizo campaign generated the same number of event registrations as our national TV campaign that cost **20x** as much."

– Rachel Rudisill

Advertising Manager,

Express Employment Professionals

## Going beyond site-specific banner ads with precise business targeting

For over 25 years, Express Employment Professionals has been dedicated to providing quality staffing services to medium-sized business around the globe. Since its establishment in 1983, Express has grown to include a network of more than 550 franchised employment agencies. Express offers short- and full-time positions in a variety of industries including administrative, professional, and commercial.

According to Rachel Rudisill, advertising manager for Express, the company's initial approach to display advertising was comprised primarily of site-specific banner advertising, which proved to be both costly and time-consuming. "Every time I wanted to execute an online display campaign, I needed to select specific websites that I thought would be relevant to our target audiences, and maintain multiple contact points for each of these sites," says Rudisill. "Our exposure was limited to only these sites—and who knew if our audiences were even on these sites to begin with." Seeking a more efficient and cost-effective approach to her display advertising, Rudisill began to explore audience targeting through Bizo.

## Targeted display yields 25% growth in event registration

The first Bizo campaign for Express focused on driving registration for the company's "Refresh Leadership Simulcast." This leadership training event is one of the primary ways that Express elevates their position in the staffing industry and deepens relationships with prospective businesses and clients. Express is 100% franchised and sees the value in local businesses leaders networking and developing skills, specifically leadership skills – a key component of successful hiring and reducing turnover.

“This event is simulcast from our host site to locations sponsored by our local franchises,” comments Rudisill. “Speakers have included Ken Blanchard, Jim Stovall, Walter Bond, and Peyton Manning, and the event is a great way for our target audience to interact with the Express brand and culture.” The Bizo campaign targeted local business owners, HR professionals and hiring managers, and ultimately contributed to more than 4,800 attendees in 2010 and more than 6,000 attendees in 2011.

While Express used a variety of marketing channels to promote the event, the Bizo display campaign proved to be the winning choice, outperforming even a television campaign. “Our first Bizo advertising campaign generated the same number of registrations as our national TV campaign, which cost 20 times as much with its production and media charges,” says Rudisill. “We were so pleased that **we invested twice as much in Bizo for the following year and got great results again.**”

## Conclusion

As a result of using Bizo to drive event registration, Express has seen the benefits that business audience marketing provides over site-specific targeting. Now Rudisill and her team can spend more time and budget on other marketing initiatives, without sacrificing lead quality and quantity. “Online advertising is only a small part of my job, and with the resources available through Bizo, I’m able to easily execute a campaign with wide exposure on a limited budget,” continues Rudisill.

### About Bizo

Bizo is how marketers reach and engage business professionals, wherever they travel across the business Web. Hundreds of leading brands including AMEX, Monster, Jaguar, Microsoft, and FedEx count on the **Bizo Audience Marketing Platform** to reach, educate and influence their target business audiences online. For more information, visit [www.bizo.com](http://www.bizo.com) or call 1-866-497-5505.