



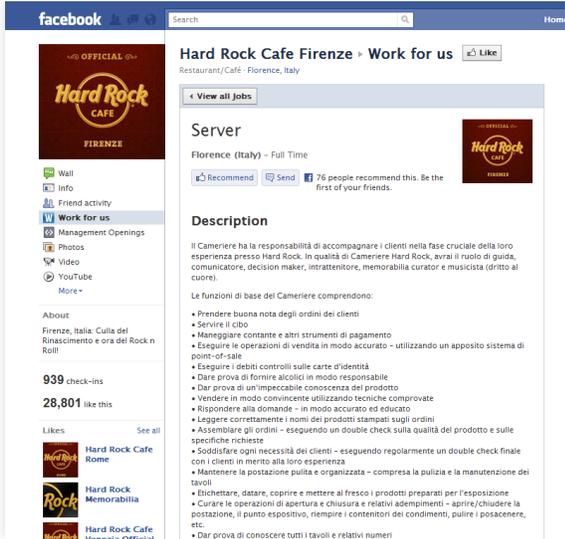
Challenge

Hard Rock Cafe is an **international restaurant franchise** with a **strong internal culture** and external brand, and it recruits individuals that fit this unique culture. For its new venue in Florence (Italy), **Hard Rock decided to supplement its hiring with Facebook**, since traditional channels often proved slow and inefficient for sourcing candidates. Hard Rock not only needed to source 120 server to manager-level positions in four weeks, but also had to **find candidates** that fit their unique culture.

Solution

- Hard Rock recognized that its consumers and candidates were often the same person, and launched a **multi-faceted Facebook campaign** to leverage their strong ‘fan brand.’
- Hard Rock created a Facebook page from scratch, installed the [Work for Us app](#), and uploaded their open positions. They allowed candidates to submit applications **directly within Facebook**.
- They also ran Facebook Ads targeting people around Florence who ‘liked’ such items as ‘Rock and Roll’ and particular rock bands. **Dynamic demographic and interest targeting** honed in automatically on users that responded most to the job content.
- Fans brought to the Page by ads could use social features embedded within the app to socially broadcast jobs. This drove viral fan growth, as the Page went from **0 to 1,000 fans in less than 24 hours** and to **6,100 fans in 4 days**.
- The Hard Rock team responded to applicant questions on the Page’s wall, although **a community quickly developed** as users positively engaged each other.
- The app combined highly targeted ads, embedded social features, and a seamless application process to acquire 10,000 fans and 4,000 applicants in four weeks. The Hard Rock team conducted 1,000 interviews and ended up hiring 120 individuals through the app. **95% of candidates extended offers accepted** them, a testament to the pre-qualification of candidates via targeted ads and social features.

Converting fans to hires through social engagement and branding



Successes

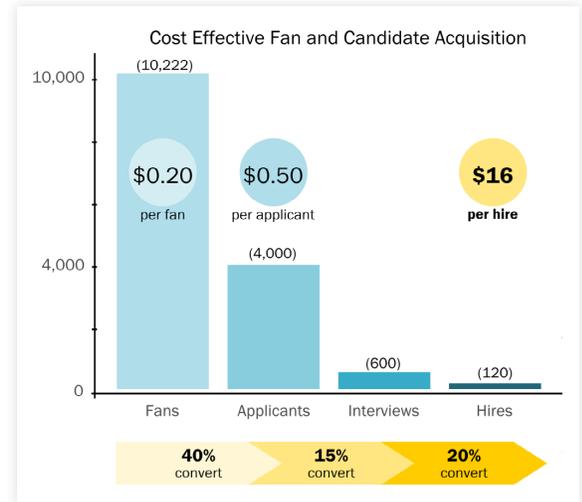
Cost-effective hiring

- Hard Rock traditionally spends around \$25,000 on recruitment advertising for new venues. However, the Facebook campaign cost around \$2,000.
- This resulted in a **cost per fan of \$0.20, a cost per applicant of \$0.50, and a cost per hire of \$16.**



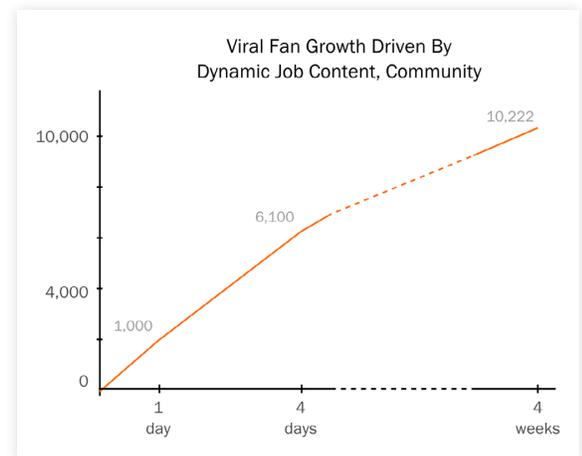
Talent community in a high turnover industry

- The [Work for Us app](#) created a single point of contact between candidates and the company and thus fostered a **high quality talent community.**
- Even fans that did not initially apply for jobs or were not hired continued to be fans. The fanbase continued to drive fan and candidate growth, and **the page reached 25,000 fans two months after opening.**
- Jobs remain open and recruiters reach out to the Page's community directly whenever new hires are needed. Indeed, the Page remains a significant source of candidate traffic.



Positive employer branding and engagement

- By attracting candidates that were passionate about the company, Hard Rock created a vibrant community that supported its employer brand. These engaged fans both supported Hard Rock's unique ethos and acted as employer brand advocates.



The Bottom Line

Hard Rock leveraged the Work for Us app's targeted Ads, social features, and simple application process in conjunction with their strong fan brand. The app allowed Hard Rock to **rapidly grow their fan base, convert fans to quality hires, and create a sustained talent community.**

WORK4LABS

Work4 Labs is the world leader in social recruitment technologies. Work4 Labs' breakthrough apps allow companies to post jobs to their Facebook Page, as well as distribute jobs via Facebook Ads, advanced referral features, and embedded social broadcasting. Work4 Labs also develops Jobs for Me, the largest network of university career centers and vertical job boards on Facebook.

Over 8,000 companies use Work4 Labs' products, including Citibank, Accenture, Oracle, Microsoft, KPMG, Intel, PwC, L'Oréal, Adecco, Manpower, and Randstad. Work4 Labs was founded in 2010 and has offices in San Francisco and Paris.