

Success Story

Melton Truck Lines



*“Work4, with its Social Recruiting and Recruiting Ads Solutions, has been an integral partner in helping Melton Truck Lines increase our reach to and likes from our ideal candidate profiles.”*

Frank Priboy, Advertising Manager  
Melton Truck Lines

An International Trucking Company Leverages Facebook Recruiting to Build a Talent Community and Hire Drivers

Recruiting on Facebook with Work4 allowed Melton Truck Lines to grow its brand, increase awareness of its careers and talent community, reduce its advertising costs, and find quality drivers who are proud to represent a company they know and “like” both on and off the road.

**Company:** Melton Truck Lines

**Industry:** Transportation

**Customer Since:** October 2012

**Key Positions to Fill:** Professional, experienced drivers with credentials

**Solutions Used:** Social Recruiting Solutions, Recruiting Ads

About Melton Truck Lines

Melton Truck Lines’ company drivers have been on the road since 1954. With a track record of excellent driving and excellent customer service, Melton Truck Lines is one of the most reliable carriers in North America.

Melton Truck Lines responds to changing customer needs with a flexible, full-service menu of options, from express delivery to load tracking over the web, and efficiently handles cargo across the Canadian and Mexican borders. Melton Truck Lines’ prides itself on a commitment to safety through its rigorous standards for employing drivers.

See Melton Truck Line’s Facebook Career Site for yourself at [workfor.us/melton/](http://workfor.us/melton/)

## Challenge

*How do you turn a trucking company's careers into an alluring employer brand on Facebook?*

## Solutions

Work4's Social Recruiting Solutions, in conjunction with Recruiting Ads, allowed Melton Truck Lines to build a Facebook presence from scratch, grow their talent community, and attract quality drivers to their positions.



### Social Recruiting Solutions

The company installed a branded Facebook Career Site on their Facebook Brand Page, and began importing jobs from their applicant tracking system to allow potential candidates to access their job opportunities and apply through Facebook.



### Recruiting Ads

Melton Truck Lines invested in Recruiting Ads to attract new potential candidates and fans to the talent pool. Because Work4 is integrated with the Facebook ads platform, Melton was able to take advantage of intelligent targeting based on users' profile information, including location, interests, and education and work history.



The Work4 Ads team ran Sponsored Stories to help grow the company's fan base and spread brand awareness.

The Ads team also ran targeted Classic Ads to attract both active and passive potential candidates to specific open positions

## Successes

**4x** Quadrupled Facebook fan base 5 months after implementing their Work4 Solutions.

**896K** Reached 856,000 people through impressions, and brought 3,561 clicks and 1,474 likes in 3 months with Recruiting Ads.

**90%** In the first three months of 2013, over 90% of the company's job views came from ads. The Classic Ads campaign to attract truck drivers resulted in only \$0.36 CPC, saving Melton Truck Lines money on its Facebook advertising.

### About Work4™

Work4 powers social recruiting by making everyone a recruiter and everyone a candidate. We help thousands of companies, including many of the Fortune 500, find, engage, and hire top talent with our all-in-one recruiting solution for Facebook. Work4 allows employers to reach candidates through a Facebook Career Site and on mobile devices, take advantage social networks to drive employee referrals, and target Facebook's 1 billion users with intelligent recruiting ads. Work4 brings cost-effective, efficient sourcing and hiring to the world's top companies by leveraging the reach and scope of the world's largest and most powerful social network. Established in 2010 and backed by top tier investors such as Matrix Partners and Yuri Milner, Work4 has offices in San Francisco and Paris. For more information, please visit our website ([www.work4labs.com](http://www.work4labs.com)).

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