



43K

IMPRESSIONS ON FACEBOOK
PAGE IN 1 MONTH

85%

INCREASE IN NEW
VISITS TO WEBSITE

600-1K%

INCREASE IN MONTHLY
PAGEVIEWS

CHINCHOR ELECTRIC

ABOUT

Chinchor Electric is a full-service electric service in Orange City, FL. They provide heavy commercial and industrial installations, signalization, roadway lighting, and more.

CHALLENGES

Chinchor Electric was looking to hire new industrial electricians but wanted to ensure they were reaching the right talent. They were running print advertisements through their local USA TODAY NETWORK publication but wanted to enhance their recruitment campaign with a digital component that would also grow brand awareness.

SOLUTIONS

Chinchor Electric added a digital recruitment campaign to their print ad campaign with LOCALiQ Recruitment as well as an updated website with a careers page.

RESULTS

Since working with the LOCALiQ Recruitment team for their recruitment marketing, Chinchor Electric has been able to establish a stronger presence online that has helped them reach new potential employees.

“I feel like it has been a really good return on our investment. We’re just really happy!”

*Kim Capman
Office/HR Manager
Chinchor Electric*