

Modernizing Recruitment for Right-Fit Talent at Brechbuhler Scales



Brechbuhler Scales, Inc. offers preventative maintenance, repair, installations, and calibration services throughout Ohio, Pennsylvania, Indiana, West Virginia, Michigan and Illinois.



CHALLENGE

Brechbuhler and B-TEK were struggling to attract right-fit candidates for specific roles in manufacturing and service.



Manufacturers were competing for workers.



Visibility to candidates was limited to paid job listing channels.



The attraction of “right-fit” candidates was limited, and not meeting current hiring and growth requirements.



Retention of new hires was targeted for improvement.

OPPORTUNITY

Execute a comprehensive marketing campaign for recruitment for Brechbuhler corporate to impact all hiring efforts.



Communicate to the target audience across all media channels.



Attract candidates across social media and other digital channels, reducing reliance on traditional paid hiring channels.



Develop video content to attract “right-fit” candidates for cultural alignment.



Reduce the number of candidates who do not match the culture of Brechbuhler.

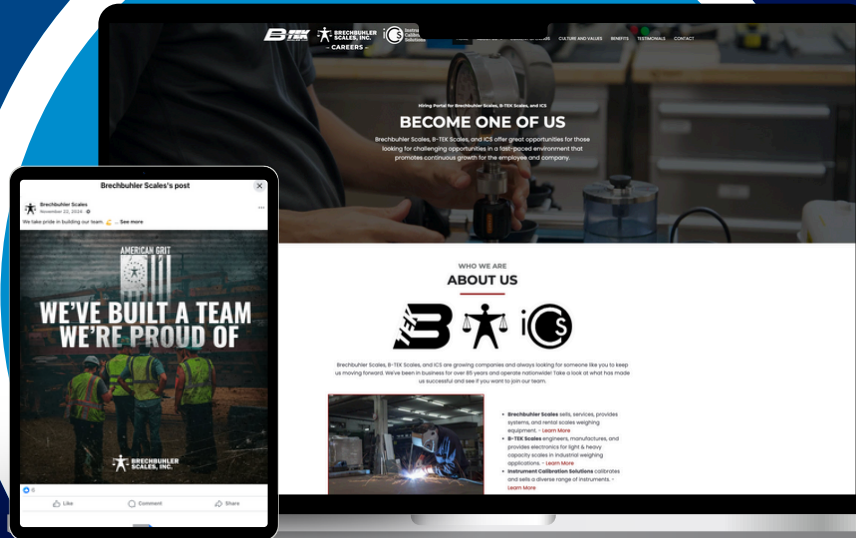
Brechbuhler Recruitment Marketing Program

The Brechbuhler recruitment marketing program launched across multiple channels and increased right-fit applicants and hires.

ACTION

Full digital saturation of recruitment marketing efforts:

- 1 A new website was developed to streamline recruitment communication.
- 2 Video content was developed to communicate culture, available positions, and career paths for key positions.
- 3 Social media posts and video content were distributed to activate the recruitment messaging on YouTube and Meta.



RESULTS

- 1 Recruitment efforts aligned with the American Grit cultural initiative.
- 2 A centralized platform was created for job listings, videos, and culture information.
- 3 A unified message was created to bridge recruitment marketing and internal culture.
- 4 Brechbuhler and B-TEK were elevated as employers of choice.

