



Shorebird Media helped FreshDirect ramp up their recruiting efforts to meet the increasing demand for in-home food delivery.

56%

Conversion Rate on Google

2.5%

CTR on Facebook

650K+

Applicants Reached

Making A Difference

FreshDirect is the leading online grocery shopping service providing fast grocery delivery to homes across the United States. FreshDirect is focused on quality and convenience. They pioneered the short supply chain so customers can experience fresh food at its finest.

Campaign Goal

With the surging demand for in-home delivery services FreshDirect needed to ramp up their recruiting efforts and attract new drivers, delivery workers, and chefs. To achieve this, they needed to build local awareness and encourage job seekers to apply online.

Our Strategy

FreshDirect engaged Shorebird Media to improve their recruitment efforts. Shorebird Media developed a two-tiered approach: (1) geo-targeted Facebook Ads leading to the Careers page (2) Google Search Ads targeting key markets to capture local job seekers.

The team optimized the Facebook and Google campaigns to focus on driving the highest volume of leads while maintaining a low cost per lead.

On Facebook, Shorebird Media used automatic placements to reach people across multiple channels in geo-targeted locations. Core Audience targeting helped the campaign reach their ideal prospect.

The Google Search campaign strategy leveraged a combination of local, competitor, and branded keywords in the New York metro area to drive qualified leads to the FreshDirect Careers site.

Our Tactics

- Custom Audiences
- Core Audiences
- Google Search Ads
- Image Ads

*Ads Manager: January - October 2020

