

Dittoe Public Relations Content Development Helps Recruiting Software Company Generate Leads, Establish Thought Leadership

CHALLENGE

- ✓ CONTENT CREATION
- ✓ CONSISTENT BRAND MESSAGE
- ✓ TARGETED CONTENT

Jobvite, a subsidiary of Employ Inc., is an end-to-end talent acquisition suite that enables companies of all sizes to attract, engage, hire, onboard and promote the talent needed to drive business outcomes.

As a leader in the talent acquisition space, Jobvite required a skilled public relations partner to lead its content creation efforts and deliver a strong, consistent message about the brand to the public. Importantly, the company needed a PR agency to produce a high volume of content that would resonate with its target audiences and help it stand out from competitors.

SOLUTION

- ✓ PRESS MATERIALS
- ✓ LEADERSHIP ARTICLES
- ✓ SALES AND MARKETING COLLATERAL
- ✓ TOP-TIER MEDIA COVERAGE

Jobvite turned to Dittoe Public Relations to generate fresh, valuable and targeted content, with the primary goals of attracting customers and demonstrating its expertise in the recruiting industry.

Dittoe PR generated content to ensure it aligned with quarterly Jobvite sales, marketing and product initiatives. The agency leveraged press releases to keep Jobvite customers, prospects and other key stakeholders up to date on organizational news, product updates and launches, award wins, company branded reports and more. Press releases were also shared with relevant media outlets to secure meaningful media coverage and posted to the Jobvite website.

RESULTS

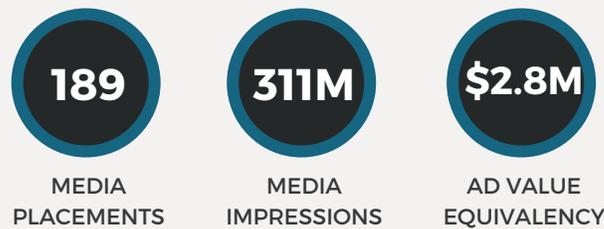
- ✓ **TOP COVERAGE IN PRIORITY OUTLETS**
- ✓ **BRAND-SPONSORED SURVEYS**
- ✓ **DRIVE BRAND AWARENESS**

In total, Dittoe PR produced 114 pieces of content for Jobvite from 2019 to 2021. The results of those placements are detailed below.

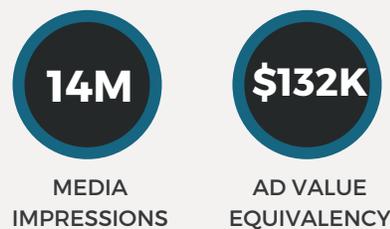
In early 2022, Jobvite announced its brand would operate as a subsidiary of parent company, Employ Inc. Dittoe PR subsequently shifted its efforts to focus on the Employ brand and its subsidiaries. The agency continues to support Employ today by developing a high volume of content each month and ensuring consistent, focused messaging across all of its subsidiaries.

COVERAGE + STATS

From October 2019 to February 2022, Dittoe PR secured the following results strictly from press releases that were written and distributed to media. *Note: This does not include the media coverage from the brand-sponsored surveys or Business Wire distribution.*



From October 2019 to February 2022, Dittoe PR wrote 44 bylines for Jobvite, leading to:



The 2022 Employ Job Seeker Nation Report generated:



DOWNLOADS



MEDIA
PLACEMENTS



MEDIA
IMPRESSIONS



AD VALUE
EQUIVALENCY

Collectively, since 2019 the bi-annual Jobvite and Employ reports have generated:



MEDIA
PLACEMENTS



MEDIA
IMPRESSIONS



AD VALUE
EQUIVALENCY