

CASE STUDY



INCREASED LOCAL MARKET & NATIONAL AWARENESS



DEEPENED
CONNECTION
TO STAFFING
INDUSTRY'S
WEEKLONG
CELEBRATION



SHOWCASED SPHERION'S LOCAL ROOTS

OUR APPROACH

A strategic integrated campaign blended media relations, social media and content marketing to create awareness for Spherion as the nation's leading staffing solutions provider.



"Staffing Agency
Helping People in Tulsa"



785K+

UNIQUE MEDIA IMPRESSIONS

598
NEW SOCIAL
FOLLOWERS



31K+

LINKEDIN IMPRESSIONS

159K+

USERS REACHED ON FACEBOOK



DAISY LILLEY

VP of Marketing for Spherion