



**Refrigerated
Meeting**

The Reefer World of Recruiting and Retaining Talent

Abby Tham

Director of Recruiting

Raider Express

Blair Scott

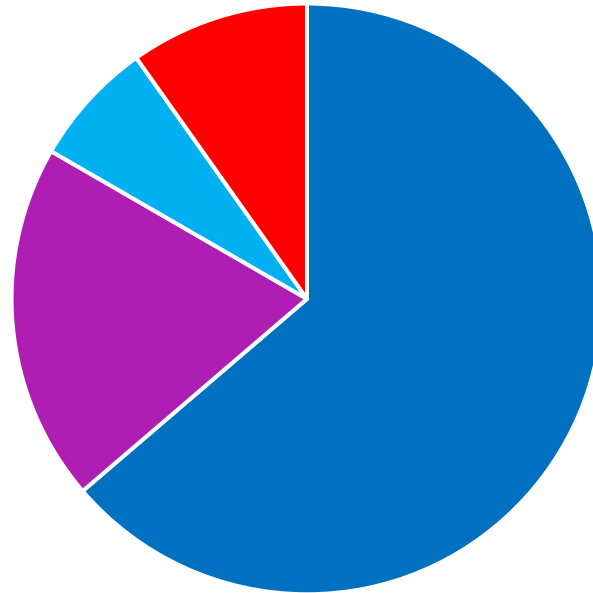
*Sr Director of Refrigerated &
West Terminal Ops*

Bison Transport

Advertising / Marketing



Social Media Marketing



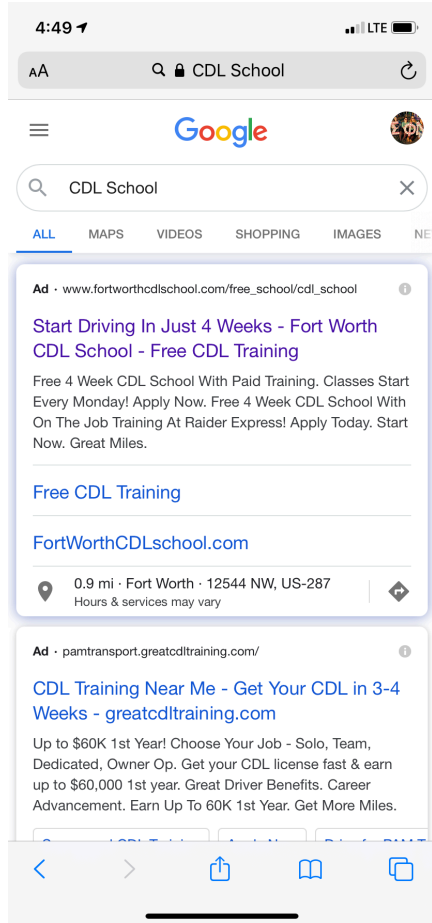
■ Facebook ■ Instagram ■ Twitter ■ Youtube

85% Google
15% Social Media



Google Ads


**Refrigerated
Meeting**



Google Ads

Campaign Building:



Target CPA
Cost per Acquisition

Manual / Enhanced CPC
Cost per Click

Max Conversions

Key Word Selection
cdl school, cdl driver training, trucking schools



Target your Desired Audience

Write Ad Copy



Add Extensions



Review Data



Google Analytics

Finding a User's Journey

- How they interact
- How effective is the marketing
- What content is achieving goals
- Where are they coming from

New World of Measurement

- User Privacy Controls
- Platform Changes (3rd party cookies)
- Regulations / Restrictions

Predicting the Path

- Visit Website
- Call Phone Number
- Send Email
- Write a Review
- Apply

The Recruiting Funnel

500,000 Impressions / Week



The Recruiting Funnel

500,000 Impressions / Week

30,000 Interactions / Week

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280 Applications / Week

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18 Approved / Week

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18 Approved / Week

12 - 14 Start / Week

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12 - 14 Start / Week

8 Finish / Week



The Recruiting Funnel

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280 Applications / Week

18 Approved / Week

12 - 14 Start / Week

8 Finish / Week

6 Hired / Week



Retention = Recruiting

Work / Life Balance

Dedicated

Regional

Over the Road

Owner Op

2021 Q1 Turnover

95%

2022 Q1 Turnover

45%



Reefer Driver Retention

What Keeps Them

Why Do They Leave

WIN
(what's important now)

Who is a Reefer Driver



Technician Retention

What Keeps Them

Why Do They Leave

EVP
(Employee value proposition)

Reefer Specific



The Road Ahead

Threats

- Other Trades
- Regulations
- Upfront Costs
- Competition

Opportunities

- Sustainability
- Technology
- Work Force
- Role Variety

Blind Spots

- Supply Chain
- Autonomous
- NEW Skillset
- Life Balance

Questions & Feedback

