# Your Guide to the NMEDA Tech Recruitment Toolkit





NATIONAL MOBILITY EQUIPMENT DEALERS ASSOCIATION



**NMEDA Tech Recruitment Toolkit** 

Creative Asset How-to Guide

# Introduction

The NMEDA Tech Recruitment Toolkit is a great way to attract more candidates for your shop. An easy-to-use collection of materials ranging from brochures to customizable videos, these assets are a great way to attract prospective candidates during graduation season, career fairs and dealership events. Below are brief descriptions of the materials, as well as advice and strategy to effectively use them for recruitment.



# About the NMEDA Tech Recruitment Toolkit's Assets

#### **TRI-FOLD BROCHURE**

The tri-fold brochure is best utilized in a situation where you are in a one-on-one or small group setting. A simple guide that outlines what an auto mobility career entails, it is a great way to introduce the career while doubling as a business card containing your dealership's contact information. The tri-fold brochure is the most versatile asset in the tool kit and can be used in many situations. Some opportune times to use the tri-fold brochure include:

- At a booth during a career/job fair
- In a direct mail campaign
- As a handout following a presentation in a high school/tech school classroom

#### **DIGITAL ASSETS**

The NMEDA Tech Recruitment Toolkit contains several display ads and Facebook image posts highlighting a benefit of a career in auto mobility. These digital assets should be utilized on Google Ads and Facebook respectively and will require using an existing or setting up new Google or Facebook accounts for your dealership.

According to Sprout Social, the average American spends 33 minutes per day on Facebook, with 70% of American adults using the platform.<sup>1</sup> Facebook allows advertisers to target specific user demographics, allowing them to engage the most relevant audience. Facebook also allows advertisers to "boost" their posts, with costs ranging anywhere from a few cents to a few dollars per click.

<sup>&</sup>lt;sup>1</sup>50+ of the Most Important Social Media Marketing Statistics for 2023, Sprout Social.

https://sproutsocial.com/insights/social-media-statistics/

#### DIGITAL ASSETS CONTINUED

Google Ads also employs these same features, with the addition of being able to target specific keywords through Search Engine Optimization (SEO). Both platforms offer the unique benefit of allowing you to place your advertisement in front of an audience that is already interested or considering a career in auto mobility. This makes it a great option for gathering and converting leads.

#### POWERPOINT

The PowerPoint provided in the NMEDA Tech Recruitment Toolkit is a great tool to be utilized when presenting in front of a large audience. Containing an overview of what a career in auto mobility entails, as well as the benefits that come with it, it is the perfect resource to be used when presenting at a trade or tech school, or in a high school classroom.

#### **CUSTOMIZABLE VIDEO**

The customizable video is a great resource that can be used in social media posts or as a pre-roll for videos on sites like YouTube. Similar to how Facebook and Google Ads can target specific keywords, customizable videos can be placed as pre-roll advertisements in front of videos about certain subjects. For example, an individual interested in working on vehicles may watch videos of engine repairs or restoration videos in their free time. This information is tracked by the user's YouTube and Google accounts, causing advertisements to be served that are in-line with this interest. As a result, the customizable video will be placed in front of individuals who already have an interest in the subject, making them more likely to be engaged in and interact with it.

# Sample Action Plans

#### **JOB/CAREER FAIR**

Job and career fairs are a great opportunity to use multiple assets in your recruitment efforts. Consult a local high school and tech schools for times and dates of upcoming opportunities, and what set up is necessary.

On the day of the fair, be sure to bring plenty of copies of the tri-fold brochure to be passed out to interested candidates. Where possible, use a flat screen monitor (or television) to play your dealership's video. It is a great way to give a brief overview of the career, allowing you to use the brochure as a supplemental resource.

#### SPEAKING AT A TRADE/TECH SCHOOL OR HIGH SCHOOL

Many trade schools and high schools offer students career guidance and resources for opportunities after graduation. One of the best opportunities your dealership can take advantage of is being a guest speaker during a classroom session. Contact your local guidance or career counselor at your local learning institution and ask about available times.

On the day of the presentation, bring an updated version of the PowerPoint containing your dealership's information. You may also choose to embed a customizable video containing your dealership's information if you choose. This presentation will serve as a great way to introduce the idea of a career in auto mobility to students who are already interested in the automotive field, providing them an overview of the career and its benefits. Be sure to leave time at the end of the presentation to answer any questions, and have available copies of the brochure on hand – these will be a great way to remind students of what they learned as well as serving as a way they can reach your dealership if they are interested in the opportunity.

#### MEETING PROSPECTIVE EMPLOYEES ONLINE THROUGH DIGITAL ADS

It's not an understatement to say that the internet plays a big role in our lives. In fact, 70% of people use Google to search for a job.<sup>2</sup> This makes it an attractive opportunity for advertising, especially for employers. Additionally, Google advertising provides a unique benefit: targeted advertising.

Making a Google Ads account is an optimal way to reach your audience where they are already looking. Through Google Ads, you can choose to target specific keywords and phrases that your audience is already using while they browse the web. This allows your advertisements to be placed in front of an audience that's already interested in auto mobility, making them more likely to engage with your message.

Say for example a student enrolled in a tech school nearby is browsing potential job opportunities and enters the phrase "auto technician jobs near me" into the search bar. With Google Ads, you can choose to target this phrase and have your advertisement appear once they hit enter. Not only is this a great way to reach prospective candidates already interested in your career. Google Ads also allows you to customize your spending budget and provides tools to accurately track the effectiveness of your advertisement.

# How to Insert Your Dealership's Information into the Assets

	,
If you enjoy a varied workday, a better work-life balance, and have a passion for helping others in your community live their most mobile lives, consider a career as an auto mobility techniclan.	
DEALER LOGO HERE	
Visit WEBSITE.com to learn more.	,
NMEDIA	
	,

#### **TRI-FOLD BROCHURE**

Download a high-resolution PDF, EPS, PNG or JPG file of your dealership's logo and submit it along with the tri-fold brochure file from your toolkit to your preferred printer. They will insert the logo and print the brochure.

Be sure to make note of your preferred website, as the printer will also replace "WEBSITE.COM" on the back page with your website.

Request a proof to review placement and spelling.

<sup>&</sup>lt;sup>2</sup> 101 Hiring Statistics You Must Read: 2023 Data Analysis & Market Share, Finances Online. https://financesonline.com/hiring-statistics/







Example Image: Display Ad Work Life Balance Size: 160x600

#### **DIGITAL ASSETS**

1.

2.

3.

4.

- Open the digital asset file using Adobe Acrobat (recommended).
  - a. In the program menu, click *File > Open* and choose the file in which you want to add the dealer logo.
  - With the file open, click "Edit PDF" in the right-side toolbar.
  - With vour file in edit mode, click on "Add Image" in the Edit toolbar at the top of your image. Choose your high-resolution dealer logo PNG or JPG file from the files on your computer. Place your logo centered in the "DEALER LOGO *HERE"* position.
    - a. You may need to adjust the size or crop your dealer logo. By clicking and holding on the corner of your selected logo, you can adjust the size. To crop your dealer logo, use the Crop Tool 🖬 under the "Objects" tools on the right-side toolbar.
  - When your logo is placed, you are ready to save. To save your file, click *File > Save As.* When the "Save As PDF" window appears, check the box in bottom left-hand corner "Convert To" and select "PNG". Choose the desired location on your computer, rename if necessary and save.

### POWERPOINT



PowerPoint Slide 9



- Open the presentation file using Microsoft PowerPoint (recommended) or Google Slides.
  - With the file open, choose your high-resolution PNG or JPG dealer logo file from the files on your computer. Place your logo centered in the "DEALER LOGO HERE" position on Slide 9 and enter your dealership's information in the additional space provided.
    - a. You may need to adjust the size or crop your dealer logo. By clicking and holding on the corner of your selected logo, you can adjust the size.
  - On Slide 10, be sure to insert information pertaining to your dealership on the final bullet.
- 4. Once your logo is placed and your information and answers inserted, you are ready to save. To save your file, click *File > Save As*. Choose the desired location on your computer, rename if necessary and save.

#### **CUSTOMIZABLE VIDEO**

To insert your dealership's logo into the customizable video, you will need basic video editing software. An alternative option is to reach out to BMG, their editing team will be able to add in your logo for a small charge.

If you are using BMG, please submit a high-resolution PNG or JPG file of your dealership's logo to Creative@bmg7677.com