

Nash Hire Social Media Marketing Objectives

Nashville Technology Council
www.technologycouncil.com

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About Nashville Technology Council:

The Nashville Technology Council, an affiliate of the Nashville Area Chamber of Commerce, is an exclusive, C(6) nonprofit organization devoted to helping the Middle Tennessee technology community succeed. Membership is open to technology companies, technology employers, service providers, educational institutions, and non-profit companies interested in supporting the growth of technology businesses in Middle Tennessee.

Since its formation in 1999, the NTC's membership has grown to more than 400 organizations throughout Middle Tennessee. Programs and events such as technology roundtables, educational initiatives, annual technology conferences, a technology job bank and other activities are designed to foster Nashville's technology industry.

About NashHire:

- Campaign started in June in order to reach Information Technology professionals that were in the city, attending Bonnaroo and CMA Fest . The initial goal was to capture email addresses and mobile phone numbers in order to create a database of prospects to fill the 1161 open IT jobs in the city.
 - Local college students and volunteers attended Bonnaroo and CMA Music Fest to get the word out that Nashville IS Hiring
 - wore "Nashville is Hiring" t-shirts
 - captured email addresses with a QR code which links back to NTC job board
 - captured mobile phone numbers from prospects texting NASHHIRE to 902010
- Sponsors contributed so we could create marketing materials and handouts such as t-shirts with QR codes, bumper stickers and business cards

Sponsor benefits included:

- company logo on the t-shirt, website and all printed material
- open IT jobs communicated to the prospects before any other open jobs

Outcome:

- Created a database of 72 email addresses and 68 mobile phone numbers
- Weekly emails and txt messages, consisting of open positions are sent out to prospects
- Twitter (#nashhire)
- Facebook
- LinkedIn

- a weekly blog post is created that highlights jobs in a specific area of technology that is hiring (web developers, help desk, software, etc).
- Jobs are pulled from the NTC website and sponsor websites. All jobs we share must be from NTC members. This helps us share up to date tech jobs and provides an additional service to the members.
- Each day of the week, a different “Job Spotlight” which highlights employers is shared on twitter.

Challenges:

Sponsors not sending in their open jobs, accurately tracking job placements, tracking and documenting Analytics, and Continuing efforts to grow data base of job seekers

Marketing Goal for NashHire:

Mission:

To make “Nash Hire” a strong and relevant source of Tech jobs for job seekers, employers and the city of Nashville.

To let people, around the country, who are in Information Technology know that we have open jobs in the in the city and that Nashville is a great place to live

Objectives:

- Create awareness of “Nashville is Hiring” and the Nashville Technology Council to attract tech talent both locally and nation wide.
- Gain followers on social media
- Increase email/text message list sign ups through social media channels
- Increase relevant job postings from sponsors and/or local tech businesses looking to hire (must be members of NTC)
- Create a presence and support active fan relationships to help blog, repost, and spread the word about Nash Hire
- Increase Search Visibility – activity in social media to enhance our visibility in major search engines
- Track applicants and placements (hired employees) who have applied through Nash Hire

Bonus:

- Document analytic data to track growth of Nash Hire

Questions:

Think about what questions you want to ask us... make sure you ask the RIGHT questions. Think about all areas of social media and don't be afraid to explore and try new and inventive ideas. Remember, we are the tech council, so we are up for cool and modern suggestions