

How to Successfully Recruit Qualified Law Enforcement Candidates

Police departments across the country were particularly hard hit by the challenges of pandemic. As a result, like many industries, they're actively seeking new candidates.

Client & Challenge

A law enforcement department in a major metropolitan area eager to leverage the power of social media and storytelling to convey key messaging and reach qualified applicants. To do so they were seeking a partner that could formulate a winning media strategy that would reach best prospects.

Strategy & Solution

MNI digital strategists accessed data to determine behavioral insights and media preferences of the target audience. Insights revealed that prospects would respond best to open, honest and direct messaging in the form of video.

Campaign tactics included:

- Digital video, especially OTT, and social media placements were heavily used
- To identify, find, and retarget like-minded prospects, MNI used proprietary solutions, DataMatch, and AIM (AI Modeling).
- A bright yellow "Become a Police Officer" call-to-action was prominently featured to further impact.

Campaign Success

33% increase in traffic to the hiring website page.

MNI is proud to say that campaign tactics, combined with meaningful creative, resulted in campaign performance exceeding benchmarks. As a result, more candidates are being considered and the department is continuing to work with MNI on outreach which now includes the added touchpoint of advertising in select magazines.

