



## Success Story: Chinchor Electric

### The Challenge

Chinchor Electric was looking to hire new industrial electricians but wanted to ensure they were reaching the right talent. They were running print advertisements in the Daytona Beach News-Journal but wanted to enhance their recruitment campaign with a digital component that would also grow brand awareness.

*“We didn’t even have social media. We needed to catch up.”*

- KIM CAPMAN, OFFICE/H.R. MANAGER

### The Solution

Through a relationship with ThriveHive, newspapers like the Daytona Beach News-Journal are able to offer digital advertising to their customers to help them reach their specific goals. For Chinchor Electric, this included a new website design featuring a careers page, a social recruitment campaign to drive potential candidates to their website to learn more about the company and the culture, and additional promotions that would enhance their digital presence online.

*“My representative at the Daytona Beach News-Journal visited with me and shared that through ThriveHive she could help us with our website design and social media outreach, which was exactly what we needed.”*

With a new digital recruitment campaign in place, Chinchor Electric started to see increased brand exposure as new applicants and talent began applying for the open positions.

### The Results

ThriveHive and the Daytona Beach News-Journal helped Chinchor Electric, Inc.:

- ✓ Increase recruitment efforts with a stronger presence online
- ✓ Expand knowledge and try new marketing methods
- ✓ Gain a sense of confidence through hands-on training
- ✓ Allow potential vendors to explore their capabilities online resulting in increased business

*“I think the best part of my experience has been the communication and customer service. With other marketing companies, it seems like you lose that personalized touch. But with ThriveHive, I still work with my same representative from the Daytona Beach News-Journal. If I have any questions, I know she is right there.”*

*“I feel like it has been a really good return on our investment. We’re just really happy with your folks!”*



**43,400** impressions  
from the Facebook page  
in just one month

**85%**

**85%** increase in new  
visits to the website



**600-1,000%** increase  
in page views monthly