



# ELEVATING RECRUITMENT SUCCESS

*for a Regional Grocery  
Chain in Pennsylvania*

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Our client, **Boyer's Food Markets**, a regional grocery chain with 18 locations throughout Pennsylvania, is renowned for its community engagement and high-quality service. With a strong base of long-term employees and a reliable network of student cashiers, the chain faced a significant challenge in early 2024: finding qualified candidates for middle management roles in key departments such as bakery, deli, and customer service.

## OUR APPROACH

In early 2024, the grocery chain partnered with us to enhance their recruitment strategy. We implemented our premium recruitment product, MaxRecruit, and launched a series of targeted digital campaigns. Our comprehensive approach included:

- 1 Revamped Careers Page:**  
We suggested the client redesign their careers page to be user-friendly and engaging, ensuring a seamless application process.



## CHALLENGE

Despite their outstanding reputation and internal recruitment efforts, the employer struggled to attract and retain full-time adult employees for crucial middle management positions. Traditional recruitment methods failed to yield the desired results, creating gaps in leadership and affecting departmental efficiency.

- 2 Optimized Job Descriptions:**  
We crafted compelling, modern job descriptions to attract top talent, highlighting the benefits and growth opportunities within the company.
- 3 Strategic Digital Campaigns:**  
Our campaigns spanned multiple platforms, including social media, job boards, email, and mobile display ads, ensuring maximum reach.
- 4 Placement:**  
We secured premium placements on 30+ top job sites and social media, ensuring their job listings were highly visible to potential candidates.
- 5 Audience Targeting:**  
Utilizing advanced targeting techniques, we focused on reaching qualified candidates in relevant fields and locations.

## RESULTS

*Our strategic recruitment solutions delivered exceptional results:*



### Stream of High-Quality Applicants

The grocery chain experienced a steady influx of qualified candidates, significantly increasing their talent pool.



### Increased Interviews and Hires

The client conducted numerous phone and in-person interviews, leading to successful hires for key positions across multiple stores.



### Expanded Role Fulfillment

Through our process, the grocery chain also identified and hired candidates for non-advertised roles, addressing additional staffing needs.



### Ongoing Partnership

Impressed by the outcomes, the client agreed to continue using our recruitment services, ensuring sustained success in their hiring efforts.

“ MANSI has become a great partner in our ongoing recruitment efforts. They react quickly and adjust strategies in real time to improve the results if we aren't achieving what we're looking ”

**Dean Walker**

*President, Boyer's Food Markets*

## CONCLUSION

By leveraging our expertise and innovative recruitment solutions, Boyer's Food Markets overcame their staffing challenges and secured the skilled middle management needed to sustain their growth and maintain the elevated level of customer service standards they are known for. Our ongoing partnership underscores the success and value of our strategic approach to recruitment. For more information on how our recruitment solutions can benefit your business, contact us today.

## BENEFITS OF MANSI MEDIA'S SERVICES

We will do all the legwork quickly, accurately, and seamlessly while you get all the credit. You tell us who you want to reach, and when, and let us do the rest. Whether it is recruitment, digital, print, social media, digital out-of-home, OTT, video, streaming audio, email marketing and more. Whether your campaign is local, statewide, or national, MANSI Media will help you get your message in front of your target audience. From research to rate negotiations to proposal to placement to reporting and verification, we will take care of everything and send you just one bill. ***What are you waiting for?***

**MANSI Media is here to simplify the process and make your job easier.**

***We're your one-stop shop!***