



**WHERE ABILITY
MEETS OPPORTUNITY**

Marketing Campaign

Brand Development Process

1. Brand Focus Workshops with Core Team Members

2. Removed “Rehabilitation” from Brand Name

3. Looked at other Brand Names – Chose HireAbilityVT

4. Developed Marketing Materials for New Brand

5. Statewide Media Launch in March 2022

Marketing Campaign

1. Broadcast Commercials on TV

2. YouTube and Social Media

3. Focused ads based on internet searches

4. Planning for radio spots across the state in June

Marketing Results (March 2022)

- 56 (112 total) New Participants Requested Services Through Website
- 2054 Total Website Visits
- 1665 Engaged Sessions (over 10 sec and multiple pages)
- Social Media Generated 2868 Searches of HireAbility VT
- Well Above Average Response Rate for a Campaign like this

Website
(Live Link)



Six Broadcast Commercial Spots
STATEWIDE AWARENESS



Six Broadcast Commercial Spots
STATEWIDE AWARENESS



Working with our employees from the inside
through their eyes.



Thank You!