

## Restaurant Chain Uses Email Campaign to Stimulate Recruitment

### CHALLENGE

A national fast-casual bakery restaurant company with over 2,000 locations needed more employees as they began their post-Covid shut-down dining room re-opening.

### SOLUTION

The company hired Triadex Services to put together a targeted email campaign. The campaign was designed to reach out to people living in the surrounding areas of each restaurant needing more employees to let them know positions were available.

### RESULTS

Over 20% of the emails were opened. Over 2% generated click-throughs for more information.

