

How To

Driver Lead Campaign Guide

Table of Contents

Real-Time Connect Campaign.....	1
Call/SMS Connect Campaign	4
Complete Connect Campaign.....	7
Live Connect.....	9
GTJ Forms	11
LeadConnect Campaign Pricing.....	14



Real-Time Connect Campaign

Turn your driver leads into automated phone calls as the leads come in.

Driver completes a short form application on a given site and the leads information is sent over to us via API. (A ticket will need to be submitted to design with API details provided to you by us that will need to be placed on the specific site.) Once the leads information is received by us, a **warm-up SMS** message is sent and 30-60 seconds later a programmatic phone call is initiated playing a company specific **connect message**. There are three possible outcomes:

1. The applicant can choose to **connect** through to the client at which point the driver will be routed to the client's recruiting department. If the call disconnects in a short period of time an **unsuccessful connect SMS message** will be sent to the applicant.
2. The call will reach the applicants voicemail at which point a company specific **voicemail message** will be left in their voicemail box and the **unsuccessful connect SMS message** will be sent to the applicant. Applicant can respond to the voicemail by calling the phone number back directly, at this point the **callback message** will be played giving the applicant the option to connect to the client's recruiting department.
3. The applicant can choose to disconnect the phone call before pressing to connect at which point the **unsuccessful connect SMS message** will be sent to the applicant.

The applicant's information will be posted into Tenstreet (or another ATS) once the applicant chooses to connect or the max attempts to connect with the applicant have been reached.

Example Messaging

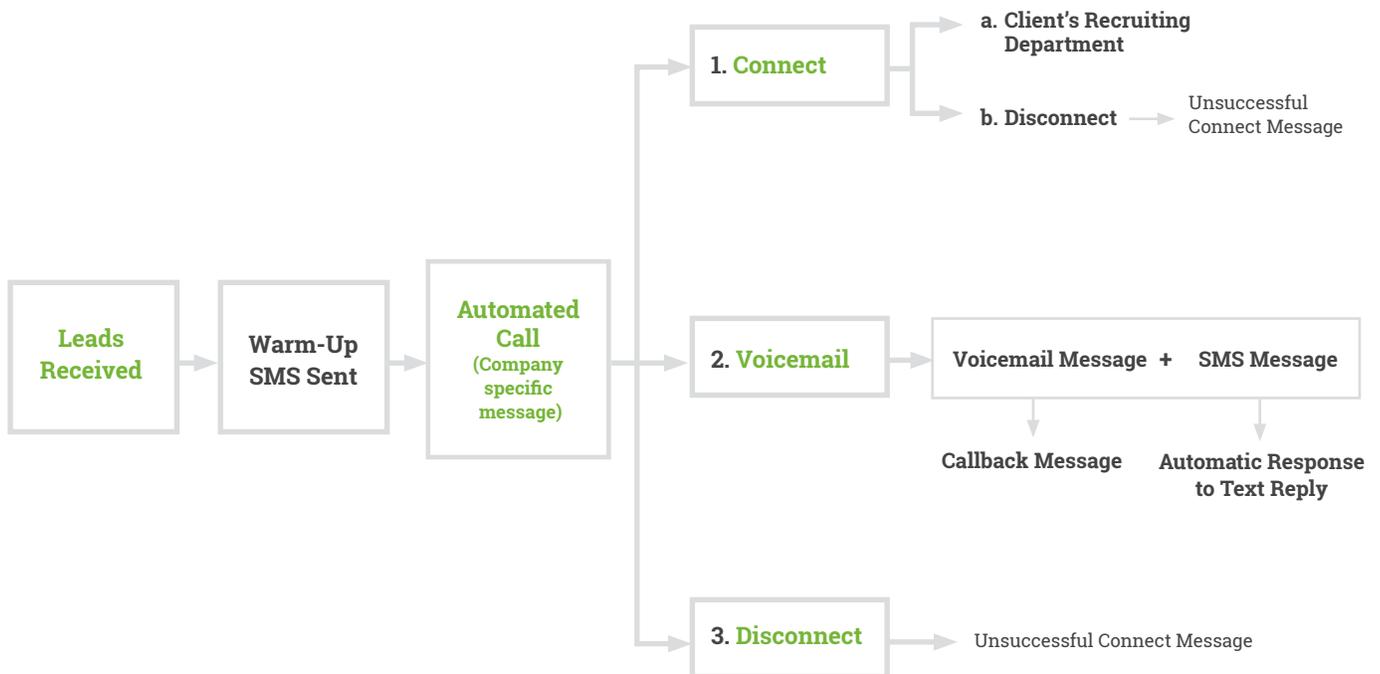
Warm-Up SMS: Thanks for applying to KL Haring Transportation! We will call in just a minute to help you get the process started.

Connect Message: “Hi there, I’m calling from KL Haring Transportation to let you know we’ve received your Driving Job application...I have a Recruiter available to help you get started now so please press any number to be connected! Or, hang up to disconnect.”

Unsuccessful Connect SMS Message: I tried to connect with you to talk about Driving with KL Haring Transportation, please call us back at when you’re available. Thank you!

Voicemail Message: “Hi there, I’m calling from KL Haring Transportation in reference to your job application we have on file...I have a Recruiter available to help you get started now so please call us back just as soon as you’re able to. Thank you!”

Callback Message: “Hi there, thank you for calling KL Haring Transportation we called to let you know we’ve received your Driving Job application...I have a Recruiter available to help you get started now so please press any number to be connected! Or, hang up to disconnect.”



How do we have to handle applications that come through After-Hours?

Real-Time Connect During Business Hours Process:

1. User Receive Warm-Up SMS Message
- 2a. Phone Call is Initiated & User Hears Company Specific Connect Message
 - 3a. User Presses to Connect Through to Client
 - 3b. User Presses to Connect Through to Client but Disconnects Before Reaching a Recruiter (User is Sent the Unsuccessful Connect Message)
 - 3c. User Disconnects (User is Sent the Unsuccessful Connect Message)
- 2b. Phone Call is Initiated & Reaches the Users Voicemail (Company Specific Voicemail Drop & User is Sent the Unsuccessful Connect Message)
 - 3a. User Calls Back in and Presses to Connect Through to Client
 - 3b. User Calls Back in and Disconnects

Real-Time Connect After-Hours Process:

1. User Receives After-Hours SMS Message
 - 2a. User Calls in and Presses to Connect Through to Client
 - 2b. User Presses to Connect Through to Client but Disconnects Before Reaching a Recruiter (User is Sent the Unsuccessful Connect Message)
 - 2c. User Calls in and Disconnects (User is Sent the Unsuccessful Connect Message)
 - 2d. User Takes No Action

*Regardless if the user takes no action or calls in to speak with a recruiter the user will be added to the morning queue. The following business day, during the hours of operation the user will be sent the warm-up sms message and the lead will be attempted to connect with.

The **After-Hours Phone Number** would need to be a separate CTM number than the one being used to transfer to during regular business hours.

Example SMS Message UTILIZING an After-Hours Phone Number.

"Thanks for applying to Drive for Dart Transit, we have your app but our main office is closed. Call in to speak with a recruiter or we will schedule to call you during regular business hours, Thank you!"

Example SMS Message NOT UTILIZING an After-Hours Phone Number.

"Thanks for applying to Drive for Dart Transit, we have your app but our office is closed. We'll call you soon to finalize your application, Thank you!"

*If there is no after-hours phone number set and the users calls in after receiving the after-hours sms message they will still be transferred through to the client.

Call/SMS Connect Campaigns

Calls generated by engaging with our audience via SMS/Voice, using our automated tools.

Depending on the client's preference and the recommendation of our Client Services, a **Call Connect** or **SMS Connect** campaign can be setup and target users who registered on a given site and are within the client's approved hiring area.



The **Call Connect Campaign** uses a programmatic double opt-in process. The **first message** confirms the users registered with a given site and are still seeking an employment opportunity. The users can choose to press 1 to connect or press 2 to hang up:

1. If the user presses 1, he/she will be played the company specific **connect message**.

From there, he/she can choose to:

- a. **Connect through to the client.** At this point, the driver will be routed to the client's recruiting department
- b. **Hang up** if they are not interested or do not feel qualified.
- c. If the call disconnects, or is disconnected in a short period of time (even after pressing to connect again), an **unsuccessful connect SMS message** will be sent to driver.

☛ *Once the user presses to connect, the user's information is posted into Tenstreet (or another ATS) if applicable.*

2. If the user presses 2, it opts that user out of any further notifications on that specific campaign and routes the user into our call center, giving our agents an opportunity to apply that user to one of the campaigns running a call center campaign.

2. If the call reaches the user's voicemail, a generic **voicemail message** will be left in their voicemail box and the **unsuccessful connect SMS message** will be sent to the driver. Drivers can respond to the voicemail by calling the phone number back directly, at this point the **callback message** will be played giving the applicant the option to either

- a. press 1 to hear the company specific **connect message**
- b. press 2 to unsubscribe or hear their other options.

If a driver tries to respond via text to the phone number, the user will receive the **automatic response to text reply**.



The **SMS Connect Campaign** is typically used for companies with a more restricted hiring area or clients who have a smaller recruiting department and can't handle a large amount of inbound calls. Users are sent a **SMS message** (160 character limit) with the basic requirements and an invitation to have the drivers call in to speak with a recruiter.

Filtering leads and ensuring lead quality.

We filter these campaigns based on two factors: CDL Status and locations.

1. We target **CDL Yes leads** that have confirmed with GetTruckerJobs.com or our 3rd parties that they have a Class A CDL and target the approved hiring locations provided to us
2. We target **CDL No leads** if the client is able to hire student drivers.

Those who fit the correct CDL status and are within the hiring area are played the company specific connect message or sent the company specific SMS message. The connect messages are created to contain the basic requirements for the position and any key benefits the company may be offering (ie: experience)

***Some special requests can be accommodated to increase lead filtering.

Example Messaging

First Message: "Hi there! I'm calling from GetTruckerJobs.com and based on your profile I have an employer in your area who would like to discuss an open job with you. If you would like to hear about this specific job please press 1. For you other options, or to unsubscribe from these alerts, please press 2."

**Because we have to use a specific message for RRJobAlert leads, 'GetTruckerJobs' is replaced with 'Best Driver Jobs Network'.*

Connect Message: "Okay, great! Van Wyk is hiring company and student drivers with a class A CDL and 1 year of OTR driving experience. Be home every week for 1-2 days, premium paid package and get paid weekly! To speak with a recruiter at Van Wyk for more specifics, please press any key and I'll transfer you now!"

Unsuccessful Connect SMS Message: I tried to connect with you to talk about Driving with Van Wyk, please call us back at when you're available. Thank you!

Voicemail Message: "Hey there! I'm with GetTruckerJobs.com and I called to get you some more details about an open position in your area. If you're interested in discussing an available job with us please call us back when you have a minute thanks!"

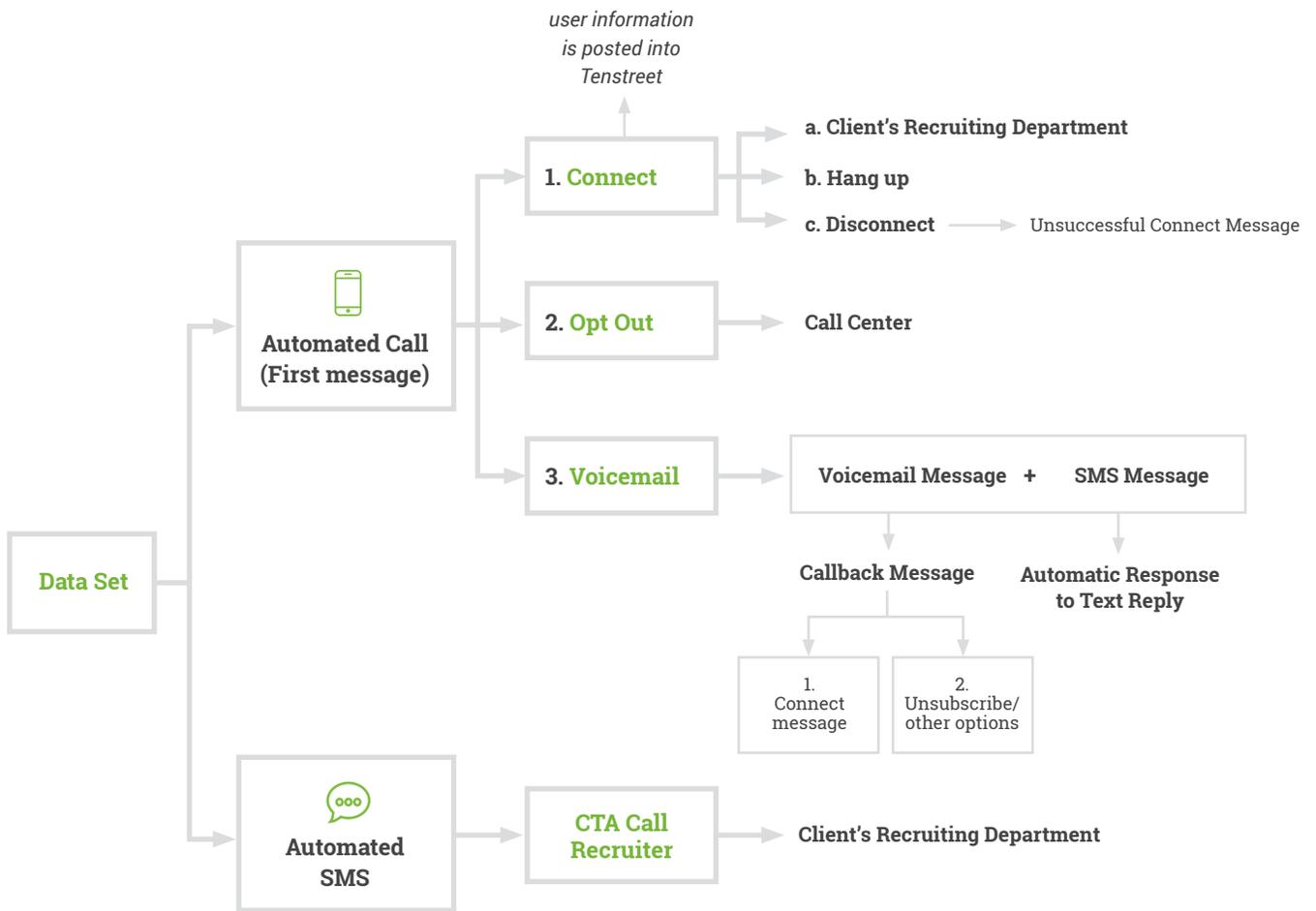
**Because we have to use a specific message for RRJobAlert leads, 'GetTruckerJobs' is replaced with 'Best Driver Jobs Network'.*

Callback Message: "Thanks for calling GetTruckerJobs.com. Based on your profile we called because there is an employer in your area who would like to discuss an open job with you. If you would like to hear about this specific job please press 1. For other options, or to unsubscribe from these alerts, please press 2."

**Because we have to use a specific message for RRJobAlert leads, 'GetTruckerJobs' is replaced with 'Best Driver Jobs Network'.*

SMS Message: Whiteline Express is hiring Class A CDL drivers with 9 months of experience in your area! \$10k sign-on bonus, increased pay, & great hometime! Call in to apply!

Call/SMS Connect Campaign





Complete Connect Campaign

Give us your partial applications or stale leads to turn them into automated phone calls.

Complete Connect generates **Automated** calls targeting unsuccessfully reached or stale leads.

Once the lead list is uploaded, a programmatic phone call will be initiated playing a company specific **connect message** at which point the applicant can choose to

- A. Connect through to the client and will be routed to the client's recruiting department.
- B. Disconnect the call.
- C. If the call reaches the drivers voicemail a company specific **voicemail message** will be left in their voicemail box and the **unsuccessful connect SMS message** will be sent to the driver. Drivers can respond to the voicemail by calling the phone number back directly, at this point the **callback message** will be played giving the applicant the option to connect to the client's recruiting department.

If a driver tries to respond via text to the phone number, the user will receive the **automatic response to text reply**.

Example Messaging

Connect Message: "Hi there, I'm calling from US Xpress in reference to your job application we have on file...I have a Recruiter available to help you get started now so please press any number to be connected! Or, hang up to disconnect."

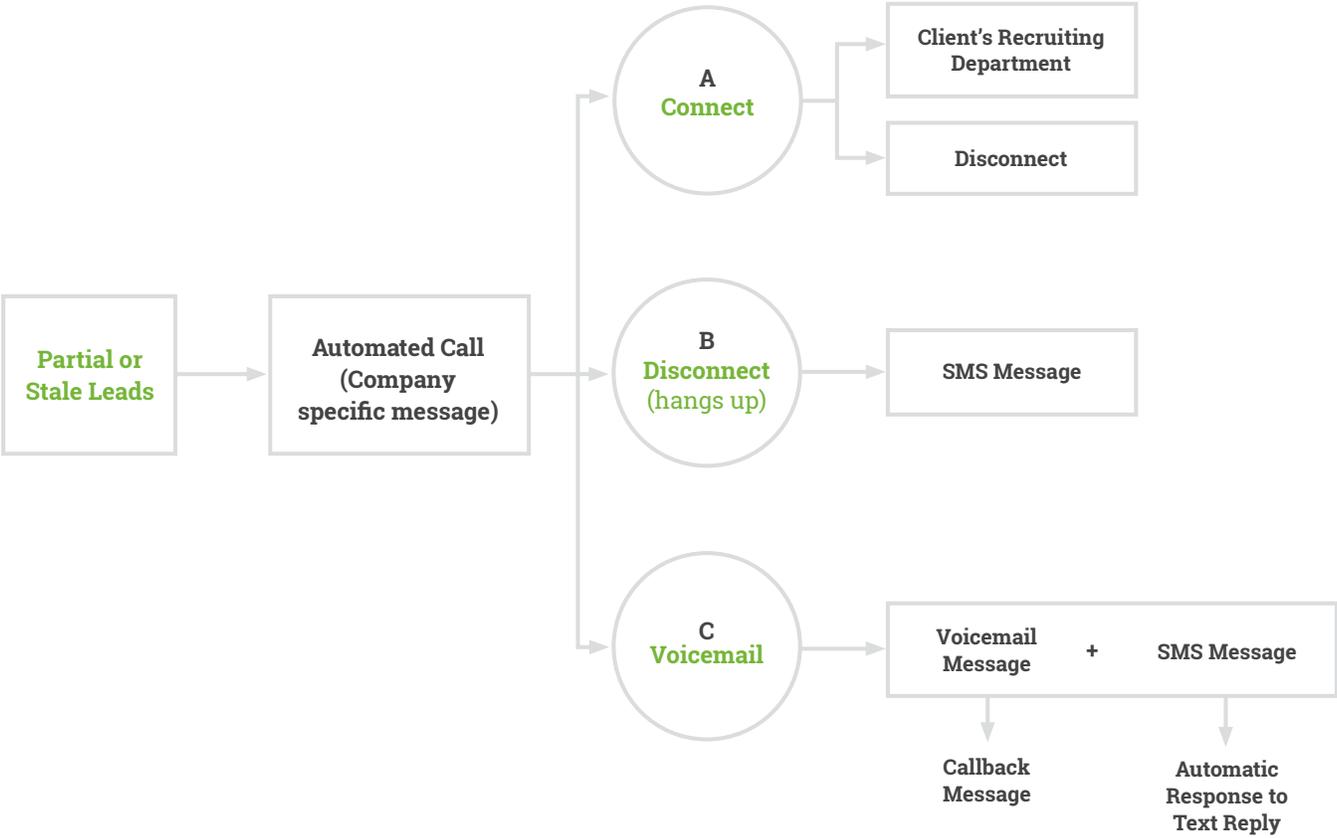
Unsuccessful Connect SMS Message (Short Call Text): Hey there, I tried to connect with you to talk about Driving with US Xpress, would you call us when you have a minute to talk? Thank you!

Voicemail Message: "Hi there, I'm calling from US Xpress in reference to your job application we have on file...I have a Recruiter available to help you get started now so please call us back at just as soon as you're able to. Thank you!"

Callback Message: "Hi there, thank you for calling US Xpress we called in reference to your job application we have on file...I have a Recruiter available to help you get started now so please press any number to be connected! Or, hang up to disconnect."

Automatic Response to Text Reply: Thank you for your interest in driving with US Xpress. This number does not accept texts, please call in to speak with a recruiter!

Complete Connect Campaign





Live Connect

Let our live agents qualify drivers or help them complete their form submission and transfer live calls to your recruiters.

Lead Sources

- Old leads from the client
- New leads from the client's landing page
- Multi-carrier leads the client wants us to call (old leads should be emailed in a .csv. New leads are connected to our dialing list via API)

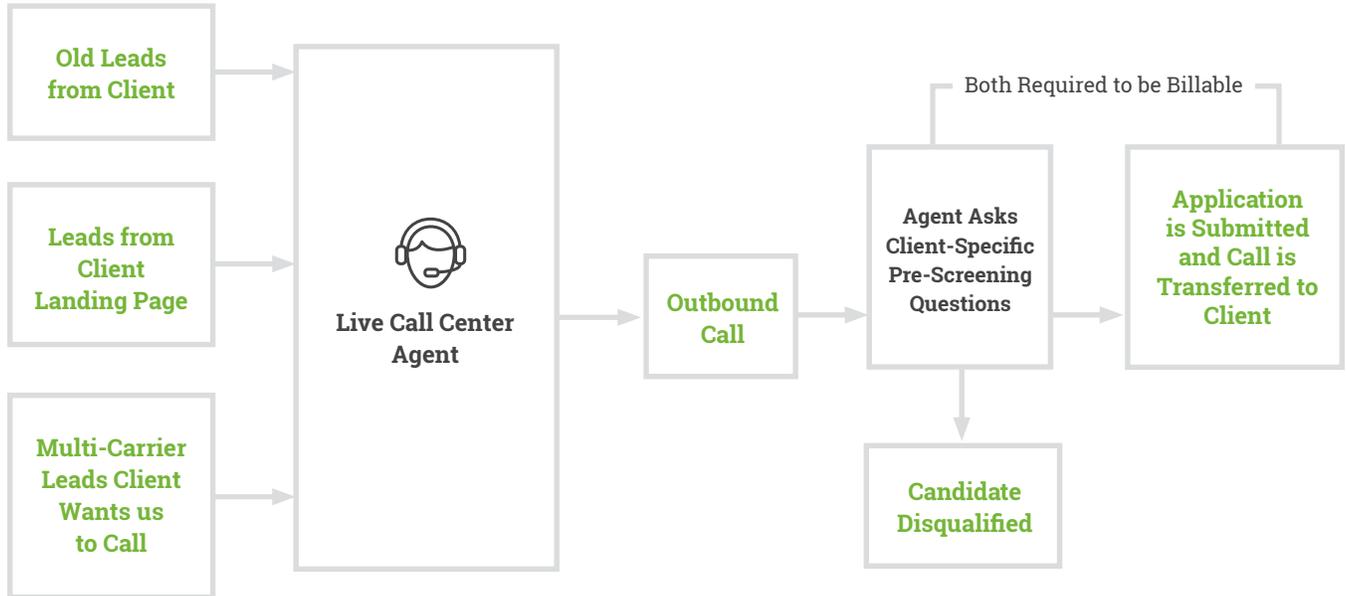
The Process

- **Step 1:** Our agent calls a lead
- **Step 2:** If candidate answers, we ask the client's pre-screening questions
- **Step 3:** If candidate answers ALL pre-screening questions favorably, candidate application is submitted and candidate transferred to client recruiters if requested.

Notes

- A call is only billable to the client when a candidate has answered ALL of the pre-screening questions favorably AND the candidate was successfully handed off to one of the client's recruiters.
- If the candidate answers any of the pre-screening questions unfavorably, the candidate is disqualified and not transferred to the client's recruiting department.
- Because one of the two conditions that makes a call billable or not, is if the client's recruiting department responds to our call to accept the transfer, it's very important that the client prioritizes answering our calls and picking up promptly.
- The length of the form determines the price and volume.

Live Connect Campaign





GTJ Forms

Forms generated by recruiters in our call center or GetTruckerJobs.com

Web Forms

1. **Advertising:** We promote truck driver positions online using these tactics:
 - a. **Native Ad** - This is a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed.
 - b. **Job Board listing** - This is a form of media that allows us to list job openings on job boards, which appear in a job results list queries.
 - c. **Display Ad** - The company's promotional message appears on third party sites or search engine results pages such as publishers or social networks.
2. **Short Form:** When the user clicks on one of our ads, the first thing they see is a short form with 3 main elements:
 - a. Job Title
 - b. Job Description
 - c. Short FormExample URL: <https://www.gettruckerjobs.com/jobs/1/211932>
3. If the User completes and submits the **short form**, we validate their attributes in the following way:
 - a. **Zip** - Is the user in a location where this employer is hiring?
 - b. **CDL Status** - Does the User's CDL Status match what the employer is seeking?
4. **Validation Paths**
 - a. **Validation = No:** If the user doesn't match the employer's location and CDL settings, then we redirect them to an alternative job offer that matches. We display a message that says, "Looks like you don't meet the hiring requirements this employer has set for that position. We've identified another similar position we think you may be interested in"
 - b. **Validation = Yes:** If the user is a match for the employer's location and CDL settings then we allow them to see the full application.
5. **Full App:**
 - a. This page is the full application as defined by the employer.
 - b. Validation on this page is based on the Employer's requirements. For example, if the Employer requires 1 year OTR experience, any response to the the "How much experience do you have?" that is less than 1 year won't validate and the app won't be sent to the employer.
 - c. When the user submits the app, if the data validates against the employer's requirements then we will send it on to the Employer's ATS / Randall Reilly's database or whatever destination is correct.

Call Center Forms

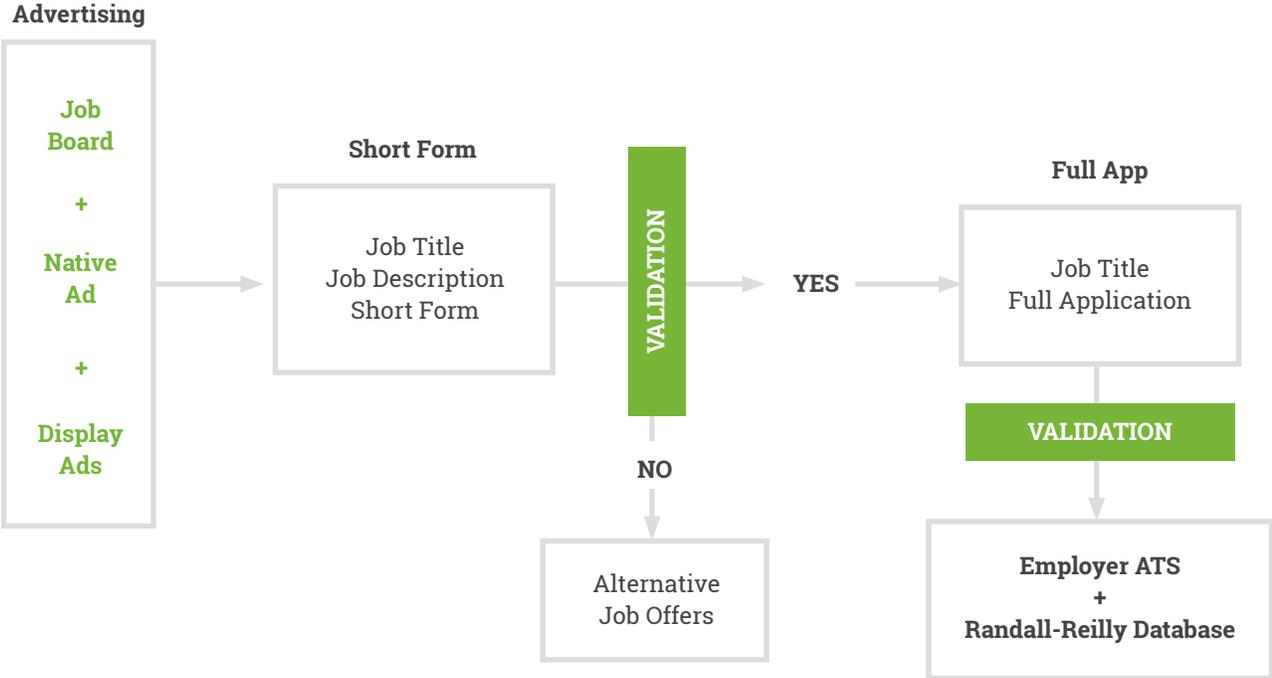
The Process:

1. User registers with GetTruckerJobs.com.
2. User is Outbound Dialed by Five9 call platform and connects them with an agent in our in-house call center.
3. Users basic information is verified including Location, CDL Status, and Experience.
4. Agent presents job offers to the user. Each job posting is presented 1 at a time. The second and subsequent offers are only presented if the first offer is refused. Priority in which order the offers are displayed and are offered is based on the Cost per Lead/Revenue per Lead & hiring requirements.
5. Agents can only submit 1 application per user.
6. Once an application has been submitted one of three outcomes will occur:
 - **No Transfer (Good)** = After the short form application has been submitted, the agent notifies the applicant that the recruiters will be calling them back shortly in response to their application.
 - **Cold Transfer (Better)** = Agent transfers applicant to the clients recruiting department after completing short form application. Agent does not speak with the recruiter before transferring.
 - **Warm Transfer (Best)** = Agent transfers applicant to the clients recruiting department after completing short form application. Agent does speak with the recruiter, notifies them that a short form has been completed and they have the applicant on the line ready to speak with them before transferring.

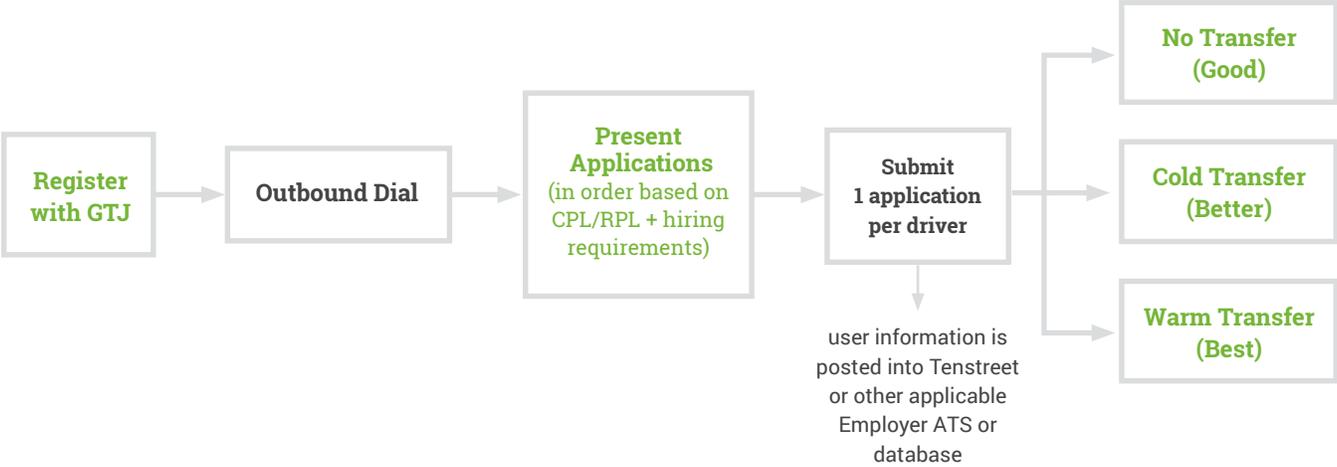
Notes:

- If no jobs are available or if the user is not interested in any of the available opportunities, they are usually advised to call back in a few days to see if we have any more opportunities available for them.
- Agents are advised to hold for 2-5 minutes while waiting to transfer an applicant to the company's recruiting department before they can tell the applicant that the recruiters will give them a call back at a later time.
- Leads are still marked billable even if the applicant was **NOT** successfully transferred to clients recruiting department (for Cold Transfer or Warm Transfer campaigns).
- Once the application has been submitted then the user's information is posted into Tenstreet (or another ATS) if applicable.

Web Forms



Call Center Forms



LeadConnect Campaign Pricing

Please submit a **Campaign Quote Request** to get a more accurate estimate on pricing and budget fulfillment. Cost can be affected by a variety of variables including custom filters, the number of qualifying questions, specific audience targeting, etc.

<https://requests.randallreilly.com/lead-connect-request/>

Campaign	Internal CPL	Payable Action	Cost to Client
Call/SMS Connect	\$2.40 - \$4.00	1, 30, or 60 Second Inbound Call	\$6.00 - \$10.00
Real-Time Connect	\$1.60 - \$2.00	1, 30, or 60 Second Inbound Call	\$4.00 - \$5.00
Complete Connect	\$1.60 - \$2.00	1, 30, or 60 Second Inbound Call	\$4.00 - \$5.00
GTJ Form	\$6.00 - \$26.00	Form Application (No Transfer, Cold Transfer, Warm Transfer)	\$15.00 - \$65.00
Live Connect		Successful Transfer	\$20.00 - \$40.00

Internal CPL is only applicable to PMC Campaigns. For **DIRECT SALE** Campaigns please refer directly to the Cost to Client.

The **Lead Connect Request** form is designed to automatically calculate the client CPL and total revenue for PMC campaigns for SRL use.

Performance Marketing Campaign

Budget / Goal

Internal Budget *

How much are you allocating toward this service?

Monthly Lead Goal *

Internal CPL	Client CPL / Revenue Per Lead	Total Revenue
Price: \$10.00	Price: \$25.00	Price: \$2,500.00



Randall-Reilly is the leading B2B data company in trucking, construction, agriculture, and other industrial markets. Their proprietary data, with equipment-level intelligence, builds exclusive market insights and drives exceptional outcomes. More than 4,400 clients in sales, marketing, and recruiting utilize Randall-Reilly's data-driven platforms, services, and media to reach their audiences. Headquartered in Tuscaloosa, Alabama, the company also has offices in Charlotte, North Carolina, Anniston, Alabama and Draper, Utah.

randallreilly.com

-  Agriculture
- |  Construction
- |  Driver Recruiting
- |  Diesel Tech Recruiting
- |  Lift Trucks
- |  Logging
- |  Machine Tools
- |  Office Equipment
- |  Printing
- |  Trucking
- |  Woodworking