

I trust your new year is off to a good start..it certainly is with our **Be the Essential Campaign**. Thank you for your willingness to be a partner in this important, workforce initiative.

Nearly 4,000 interested individuals have engaged our[**BetheEssential.com**](http://BetheEssential.com)website.

We know many of them have searched further by looking into what you have to offer as a potential employer.

As we continue to unfold our marketing campaign, I thought it would be appropriate to share successes of 2022 as well as offer a preview of the promotional year ahead.

**2022 / Review: Our campaign partners deliver!!!**

**Alpha Media Radio / Digital / August-September 2022 / Adults 25-64**

WDHT, WING & WROU

3,260 Commercials Aired / Impressions in the multi-thousands

This does not include digital streaming impressions also in the multi-thousands

**Spectrum/Reach TV/Digital / September-December 2022 / Adults 25-54**

On-Line Video 100,005 Impressions / Video Completion Rate 63,71%

Streaming TV 67,082 Impressions Video Completion Rate 98.06%

**Key Ads /Outdoor Advertising / October-November 2022 Adults 18+**

701,832 Total Impressions

**Sinclair Broadcasting / ABC 22 / Fox 45 / November- December 2022 / Adults 25 64**

Broadcast 66 commercials reaching 159,088 (2.3 X) reaching 50.8 % of available Dayton market

Bi-Weekly Appearances on Good Day Dayton / Local Lifestyle Show

**2022 Be the Essential Campaign Total Impressions …1,028,007**

Thanks to your support, we have laid the groundwork introducing this unique initiative to the masses, developing familiarity with workforce issues and an urgent call to action.

**2023 / Preview: Time to get busy!**

Let’s continue our incredible momentum with your recorded :30 TV/Social/Digital commercials as well as utilizing your great image and impact in our community with your :05 Tag (Previously Recorded)

Our goal is to double the number of impressions by using impactful, cost-effective, short messaging across multiple platforms, focused primarily on the young adult ready to engage their career as well as those looking to train-up into a new, higher paying job.

We are now shifting to **Phase Two** of our website build-out.

Now that we know we are getting traffic to our website with thousands of hyper-interested individuals, we are making our website more robust, with quality content to engage users with a warm and welcoming experience.

We want these potential new hires to get to know our partners and the industries/businesses they proudly represent.

This is where you can help.

In the days and weeks ahead, I will be setting up times to meet with you to record what we call a **Pivotal Moment**video.

A short, (:90 or less) very informal video with you sharing a warm, genuine message of why they should consider joining your team!

Possible questions include:

What was your Pivotal Moment, when did you know you were on the right path?

What’s the process...How do I get more information .. etc..

People Like People Like Themselves!

This is a very effective way to personally reach out to discriminating young adults who, we have found through our local research, are looking for four basic elements in their new/next career:

#1. Financial Considerations

#2. Purpose

#3. Culture

#4. Work-Life Balance

Remember, use us, we don’t mind!

The **Be the Essential** website is designed to be one stop shopping for interested individuals. Use it as a recruitment tool. Let us know when you have career fairs, job training or anything you need promoted. We can quickly include that information on our website.

Also, we need testimonials for our :15 commercials. Let us know if you have a success story that might be impactful or helpful.

We are all in this together!

Our research shows the employee is in control for the foreseeable future. Let’s reach them now so you can continue to hire the best with quality, heart-felt videos featured with the **Be the Essential** campaign.

On behalf of the entire **Pivotal Media LLC Team**, thanks for your trust in our company.

We promise to work hard to deliver quality messaging for the good of all.

BTW:

If you know of a business struggling to reach/hire/retain quality employees, please, don’t hesitate to share my contact info!

All the best!

Dan



Dan Edwards

Founder / CEO Pivotal Media LLC

www.pivotalmediallc.com

937-545-7204 (I don’t mind phone calls)