

## KRESS

Studio Brand used email marketing to generate leads for employment screening brand KRESS.

### GOALS

- Utilize email marketing campaigns for lead generation and develop brand equity for KRESS as an industry leader through engaging and educational content related to employment background check services.

### APPROACH

- Take advantage of KRESS's online communities and internal database to accumulate a broad audience for our campaign.
- Focus on contemporary and topical industry trends for subject matter to entice repetitive open and click-through rates.
- Orient the content in a manner that will allow users to navigate seamlessly to the proper channels and persons of contact.
- Establish KRESS as a thought leader within the background check and employment services community.

### RESULTS

- Open rates were significantly higher than the industry average.
- Substantially improved click-through rates relative to the industry average.
- Increased webpage conversions and overall site traffic.
- Enhanced brand equity and position as an industry leader in employment services.

### THE CURRENT SITUATION

KRESS is the premier company for FCRA compliant employment screening for companies, including background checks, drug testing, and employment verifications. Their goal is simple—to give their customers a real competitive advantage and, most of all, peace of mind. By using their easy online ordering system, companies can order background checks and drug screens within minutes. KRESS coordinates all aspects of employees drug testing to ensure complete and utter quality control. Their fast turnaround time is also attributed to their highly trained staff, who provide one-on-one assistance in coordinating your drug policy and ordering drug screens. KRESS was having difficulties maintaining a steady inflow of leads to target as potential clients. Studio Brand was tasked with the challenge of creating a channel of marketing for KRESS that would help solidify their brand and solve their lead generation issue.

INDUSTRY: PROFESSIONAL SERVICE

YEAR: 2018

SERVICE SCOPE EMAIL MARKETING

PROJECT TEAM:

BRAND DEVELOPMENT · CONTENT MARKETING · SOCIAL MEDIA MARKETING · WEB DEVELOPMENT · INTERACTIVE MARKETING

### THE SOLUTION:

SBC applied expert email marketing techniques to help KRESS communicate their value directly to consumers through appealing subject matters that are of the utmost importance to their clientele. Much of KRESS's client-base belongs to the Fortune 500 sector, so it was critical that Studio Brand recognized the various pain-points and challenges that are faced by these specific entities. SB took advantage of these subjects to construct email marketing initiatives that drove conversions to the KRESS site and motivated readers to explore the various ways KRESS can benefit their organization.

### PROJECT GOALS AND OBJECTIVES

SBC's main objective for this particular client initiative was to generate a substantial number of leads from the tactics mentioned above. This overarching objective allows SBC to organize their campaign efforts in a way that would yield the highest quality of results possible. This tactic would be succeeded through several subset goals such as increasing click-through rate, influencing inbound traffic, and pushing many conversions associated with the KRESS website such as filling out contact forms and inquiring other relevant information associated with potential leads. These goals are paramount to KRESS achieving the desired position as an industry leader in their field.

### MEASURE OF SUCCESS

SBC monitored each and every email campaign carefully using a variety of tools and techniques to ensure that our strategies were as effective as possible. Some of the various metrics we employ for our campaigns are oriented towards successful deliveries, click-through rates, website conversions, improved sales figures, and more. The monitoring of these various metrics is critical for SBC to objectively analyze the success of our marketing efforts and safeguard our client's brand equity.

I was very impressed with the success of our email campaigns and the knowledge we provided our audience really created a strong competitive edge.

—Megan Miller, Senior Brand Designer at Studio Brand



## Ban-the-Box Regulations Guide

introduced by



Hi Chandia,

Hiring has become more complicated in the past few years, due in part to employer confusion when it comes to Ban-the-Box, also known as Fair-chance hiring regulations. If you have multiple locations or run a business in a city or state with Ban-the-Box rules, it can be tough to keep up.

That's why we created a one-page reference guide that tells you the basics of Ban-the-Box ordinances around the country.

[Download Guide](#)

Ban-the-Box ordinances were implemented in order to increase fairness in hiring, but employers can ensure they are offering every applicant a fair chance at employment by using Automated Adverse Action. If you're running pre-employment background checks, then this is a feature you need.

Automated Adverse Action allows you to let applicants know that you have found information that obstructs their employment with only the risk of a button. KRESS automatically sends a notification to the applicant, letting them know what adverse information was found. Applicants have the chance to correct or dispute the information, and employers can rest easy knowing that they're following hiring best practices and stayed compliant.

Are you interested in learning more about Automated Adverse Action or requesting a free background check on an applicant? Just reply to this email!



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Don't forget to connect with us online



## SHOULD YOU HIRE SOMEONE WITH A DWI?

Hi Chandia,

Did you know that one percent of drivers each year are convicted of a DWI? Unfortunately, it's the most common criminal conviction in the U.S. These kinds of convictions can make deciding whether to hire an applicant difficult for some employers—especially with such a high recidivism rate. For first-time offenders, there is a 35-percent chance that the person will be convicted for DWI again at some point in their life.

However, hiring applicants with a DWI conviction shouldn't be an automatic no. In our latest guide, we walk you through what you should think about and the responsibilities to keep in mind when evaluating a job candidate who has been convicted of a DWI.

If you would also like to request a free background check on your next applicant, just give me a call or email. I'd love to show you the KRESS difference!

Cheers,  
Constance

[Download Free DWI Guide](#)



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Hi Chandia,

Chances are, you're facing the tight employment market. Unemployment is at an all-time low, and that can make finding the right hire a task that requires speed and information.

Unpredictable turnaround times on background checks or those with insufficient information can lead to disaster: missing out on that perfect hire or hiring without all the information you need.

[Learn More About KRESS' Background Checks](#)

But waiting on background checks is no last year! At KRESS, we turn around 85 percent of background checks in less than 48 hours. Better yet, we only include the information you need on your exact candidate—no maybes and no inaccuracies.

If you'd like to request a quote or run a free background check, just reply to this email! I hope to hear from you soon.



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Hi Chandia,

Let's face it—changing vendors or signing up with one for the first time can easily become a time-consuming hassle. At KRESS, we've changed all that.

We set up new accounts in less than 24 hours and 85 percent of our background checks are complete in less than 48 hours. I'd like to send you a FREE background check on your next applicant so you can compare it to your current vendor or simply see what we're all about.

Ready? Reply to the email and I'll get started on completing your free background check!

I hope to hear from you soon.

Cheers,  
Constance

[Download Free DWI Guide](#)



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