

D&A MCRAE INC EASILY FILLS VACANT POSITIONS WITH MERAMEC SOLUTIONS

Whether hiring drivers from the Golden State, rural New Mexico, or filling vacant mechanic positions, D&A McRae hires with ease.

AT A GLANCE

Snapshot:

- D&A McRae Inc
- Crude Oil Transportation
- Specialized driver and mechanic recruiting campaigns

Results:

- Hours of time saved for the head recruiter
- Specialized drivers hired in 10 cities across 4 states monthly
- Vacant mechanic position filled in 1 week



"We have had great success, FB ads have a click here and it takes apps right to the application. We get flooded with applicants."

"Meramec has saved me hours and hours of time. Recruiting has never been this easy!"

Heather Madsen
D&A McRae Inc



THE PROBLEM

D&A McRae Inc was established in 2004 on the principles of solid relationships and outstanding customer service. They operate 70+ power units hauling crude oil.

Due to the rural locations of their terminals, D&A McRae struggled to get the attention of potential hires.

D&A McRae's head recruiter was spending most of her time trying to figure out Facebook Advertising. She didn't have time for lead generation AND recruiting.

"We could not get FB meta to approve our ads- it took so much time"

THE SOLUTION

D&A McRae Inc's insurance provider referred them to Meramec Solutions after D&A McRae shared how difficult it was for them to fill their vacant positions.

From their first discussion, D&A McRae could tell that Meramec Solutions knew exactly how to work with carriers who were just like D&A McRae.

"Jake understood my frustrations! He was so knowledgeable about how to get FB ads to run and he knew how to attract drivers."

D&A McRae chose to run targeted Facebook Advertising campaigns that focused on generating truck driver and mechanic leads. Meramec Solutions' web automations built for D&A McRae allowed the head recruiter to receive the leads in her preferred method and focus solely on hiring and retention.

THE RESULTS

D&A McRae consistently fills their routes with qualified drivers in 10 cities across 4 states month over month.

They filled a vacant mechanic position in Price, Utah in less than a week during their first Diesel Mechanic campaign.

D&A McRae is hiring with more ease than ever before. This effective hiring strategy has enabled them to become more efficient, improve their level of customer service, and increase their bottom line.