

## **Work Source Maine Marketing – Campaign Update**

### **January 20, 2026 – February 9, 2026**

#### Key Takeaways

- The "Career Change" creative is the highest performing ad, achieving a 2.87% Click Through Rate (CTE), nearly 6x the 0.5% industry benchmark.
- The campaign resonates most strongly with women aged 45–64, which could inform future messaging and strategy.
- High engagement on specific pages (e.g., "Career Change," "Industries") confirms the site's value for users who explore beyond the homepage.

#### Additional Insights/Next Steps

- Demographic Insights:
  - Age: The 45–64 age group has the highest CTR's
    - The 65+ age group, which had a low CTR, has been removed from targeting to improve ad efficiency
  - Gender: The campaign audience is heavily female-dominant
  - Geographic Data: The \$10k budget limited targeting to just Greater Portland area and Lewiston/Auburn area
- Website Performance (Google Analytics)
  - Traffic Increase: Paid ads drove a 1,300% increase in site visitors
  - Engagement Rate (ER) Drop: The overall site ER dropped 43% (to ~27%) due to the high volume of low-intent ad clicks
    - This drop is expected, with a massive traffic increase and is not a concern
- Future Strategy & Optimizations
  - Targeted Industry Campaigns: Create ads for specific industries (e.g., defense) that link directly to relevant site pages
  - Goal: Increase user engagement by providing a more direct path to content
  - SEO & Content Strategy:
    - Create FAQ content optimized for Large Language Models (e.g., ChatGPT) to capture organic search traffic
    - Develop content that encourages social media followers and engagement
    - LinkedIn for Employer Outreach
      - Idea to create a LinkedIn account to engage the employer community, which heavily uses the platform, for organic outreach (likely not paid advertising)