

DRIVER RECRUITMENT

CURTISGABRIEL.COM

+44 (0)191 340 3600

info@curtisgabriel.com

HELLO, WE'RE CURTIS GABRIEL



We are a global social media management and full-service digital marketing agency – and if we say so ourselves, we're pretty damn good at it.

We hail from the UK but now have operations in North America, Continental Europe, the Middle East and Australia. We have over 200 transportation clients across the globe.

Our industry leading transportation team have years of experience in getting the results that matter – while social growth, awareness and engagement is important (and we will achieve this for you), it's the commercial aspect of digital marketing that we excel at.

We offer hyper-local granular campaigns that get results. Our two main areas of expertise being driver recruitment and app downloads. We have achieved success in this area, not only across the UK, but also in the US.

We offer a full range of quality digital marketing services including social media management, SEO, PPC, display advertising, email marketing, web hosting & maintenance, web design and content marketing.

THE TECHNICAL SIDE



We will conduct A-B tests to decipher which campaigns works the best for the specific region we are targeting. The two campaigns are:

Lead Generation Campaigns – These campaigns will include a native lead generation form that potential drivers will populate in Facebook. It will then be stored in Facebook for CG to send over to the client.

Traffic Campaigns – This involves driving traffic to the driver's page on the client's website/app and encouraging potential drivers to fill in the form on the landing page. We will also rely on the Facebook Pixel to track this.

Audiences are built using CG's tried and tested 'secret sauce', from geo targeting areas we know yield better results so certain likes and behaviours. We also use a clients data via custom and lookalike audiences if that is available. We then split test tweaks to the audiences to optimise performance to drive the best CPA for our clients. We also retarget those who engage, click through or do not complete the onboarding process to improve CPA.

ANALYTICS



The **Facebook Pixel and SDK code** is a simple analytical tool which allow you to track the user journey from interacting with our ads → conversion. This can help us understand the effectiveness of our advertising, whilst opening up opportunities to re-target users who didn't initially convert.

- **Ensure our audience is correct** - these tools help us to both find new customers as well as retarget those who have already been active on the website.
- **Measure and predict results** – Understand the effectiveness of our ads by cross-comparing results.

We use the Facebook Pixel/SDK when we A-B test traffic campaigns for lead generation. By putting a Pixel Event on the submit button of the driver page, we will be able to track how many submissions have come from the ads.

As tracking has reduced in capability due to iOS updates, we also use GA to create events we can track and this also assists with retargeting.

LEAD PROCESS



Lead generation will be one of the main ways we will secure driver leads.

The form will contain the following fields:

- Name
- Phone Number
- Email
- Postcode
- Do you have a taxi/private hire licence?

Forms can be adjusted as the campaigns go on to ensure we are receiving the exact data we need from potential drivers with additional fields added.

Steps to secure leads:

Potential driver fills in form → CG collects the leads in a Google Doc → CG send the link to the Google Doc → Client contacts potential drivers.

THE ORGANIC SIDE



As well as paid advertising, CG use organic means to aid our driver recruitment efforts. This is primarily achieved through **Facebook Community Groups**.

Our Community Managers are always active in local community groups to stay engaged with what is happening in the local community. Staying active and up-to-date with key local issues provides an element of authenticity to the brand. It also helps the local people to see the company as a staple within that community. Posts here can be pushed out through Ad manager and geofenced so only the right people are seeing this activity.

CG will create content specifically for the community groups and share the drivers ads directly into the groups. This content will be posted solely in the community groups and will be tailored towards that specific community. This content for posts and groups is where we work on positioning to showcase a company as a positive business to drive for.

In terms of engagement, community groups tends to generate more engagement than a standard organic post – this is because people have purposefully joined to engage.

When an individual tags their friend in an organic post, this tells the Facebook algorithm that this post needs to be shown to more people in the group. Therefore, organic posting can easily compliment paid campaigns.

THE CREATIVE SIDE



When it comes to driver recruitment paid social campaigns, CG tends to use two methods of creatives:

- **Still Images**

The still images produced by CG will be simple and effective. The copy will be short and simple to get the point across, for example, 'Drivers Wanted', 'Drive With X Company'.

Likewise, we will also trial using smiling drivers and landscapes of the local area.

- **Videos**

The video produced by CG will be short, snappy and to the point. Audience tend to become disengaged with a video after 6 – 9 seconds. Therefore, it's important that videos do not run over this amount of time.

Videos will tend to include more insight than still images and will include the key USPs of becoming a driver. For example:

- Excellent earning potential
- Flexible working hours
- Being your own boss

We also use local landmarks in ads which resonates well. This content is well researched and granular to ensure it is effective.

THE EXAMPLE CREATIVES



THE CASE STUDIES

LEAD GENERATION CAMPAIGN

Amber Cars Licenced Driver Campaign (September 2021)

In two weeks, we generated **64 driver leads** at just **£5.54** per lead.

How did do we do it?

We utilised a series of still images and videos that were specifically targeted at licenced drivers in Leeds and Bradford.

The copy highlighted the benefits of driving with Amber Cars. One of the ads also highlighted a September offer that was exclusive to drivers who joined after applying through the campaign.

The image displays three sequential screenshots of Facebook advertisements for Amber Cars, Leeds. Each ad is sponsored and includes a 'Partner with Amber Cars!' header. The first ad promotes becoming a self-employed Driver Partner with benefits like high earning potential and flexible hours. The second ad highlights a 'September Offer' of 1 week FREE Weekly Access Fee. The third ad lists advantages such as flexible driving hours, high earning potential, dedicated support, and innovative technology. All ads include a 'FORM ON FACEBOOK' link and an 'APPLY NOW' button.

Amber Cars, Leeds Sponsored

Partner with Amber Cars!

Become a self-employed Driver Partner with Amber Cars and advantage from a high earning potential, flexible driving hours, and partnering with Leeds' largest private hire firm!

Amber Cars is a licenced private hire operator and part of the Veezu group.

Amber Cars, Leeds Sponsored

September Offer

Did you know if you become an Amber Cars Driver Partner in September, you get 1 week FREE Weekly Access Fee? *

Amber Cars is a licenced private hire operator and part of the Veezu group.

Amber Cars, Leeds Sponsored

Partner with Amber Cars!

Take advantage of:

- Flexible driving hours
- High earning potential
- Dedicated support
- Innovative technology

Amber Cars is a licenced private hire operator and part of the Veezu group.

TRAFFIC CAMPAIGN

Go Carz Licenced Driver Campaign (September 2021)

In two weeks, we generated **22 driver leads** at just **£6.80** per lead.

How did do we do it?

We utilised a series of still images and videos that were specifically targeted at licenced drivers in Birmingham, Shropshire, Wolverhampton and Shrewsbury.

This was a part of an A-B test and showcased the benefits of partnering with Go Carz and the average number of journeys driver make per week.

Go Carz Taxis Shropshire
Sponsored · 🌐

Drive with Go Carz! 🚗
Advantage from a high earning potential, flexible driving hours and partnering with an established company with over 20 years of industry experience. ✓
Go Carz is a licenced private hire operator and part of the Veezu Group.

GO-CARZ

Be your own boss

Work flexible hours

Earn as you drive

GOCARZ.CO.UK
Become a Self-Employed Driver Partner Today! 🚗

APPLY NOW

Go Carz Taxis Shropshire
Sponsored · 🌐

Want to make money driving and be your own boss? 😊
Go Carz Driver Partners in Shrewsbury averaged 80 completed bookings for the week 17-23 May 2021. ✓

GO-CARZ

Average 80 bookings per week

a veezu company

GOCARZ.CO.UK
Become a Driver Partner Today! 🚗

APPLY NOW

LEAD GENERATION CAMPAIGN

Dragon Taxis Licenced Driver Campaign (June 2021)

After testing traffic campaigns, we decided to try lead generation campaigns for Dragon Taxis. In two weeks, we generated **41 driver leads** at just **£3.66** per lead.

How did do we do it?

For the Dragon Taxis lead generation campaign, we utilised our learnings from the A-B test.

We learnt that the audience resonated with the specific image used. Likewise, in terms of copy, the audience also resonated with a bullet point style list of USPs. Therefore, we used these both to target licenced drivers in Newport.

Dragon Taxis Newport & Torfaen Sponsored · 🌐 ...

Driver Partners Wanted! 🗣️
Take advantage of:

- 🕒 Flexible driving hours
- 💰 High earning potential
- 👨‍🔧 Dedicated support
- 📱 Innovative technology

Dragon Taxis is a licenced private hire operator and part of the Veezu Group. ✅

DRAGON TAXIS

Drive for Dragon Taxis

a veezu company

FORM ON FACEBOOK
Become a Driver Partner Today! 🚖

APPLY NOW

LEAD GENERATION CAMPAIGN

Addison Lee Licenced Drivers Campaign (September 2021)

Over the past month, we have generated **53 drivers leads** at just **£2.50** per lead.

How did do we do it?

In terms of creative use, we made sure to align with the well-known branding and benefit from the existing brand awareness and brand loyalty.

The creative and copy also reflect a guarantee that is the a bespoke USP of joining Addison Lee.



Addison Lee   

The Addison Lee driver service is unlike other. Great rates, fair commission charges and some of the most competitive car rental rates in the industry. Sign up below to access all of our benefits. 

CALLING LONDON DRIVERS
GUARANTEED £4000 EARNINGS
IN YOUR FIRST MONTH

FORM ON FACEBOOK
The Addison Lee driver service is unlik... [SIGN UP](#)

LEAD GENERATION CAMPAIGN

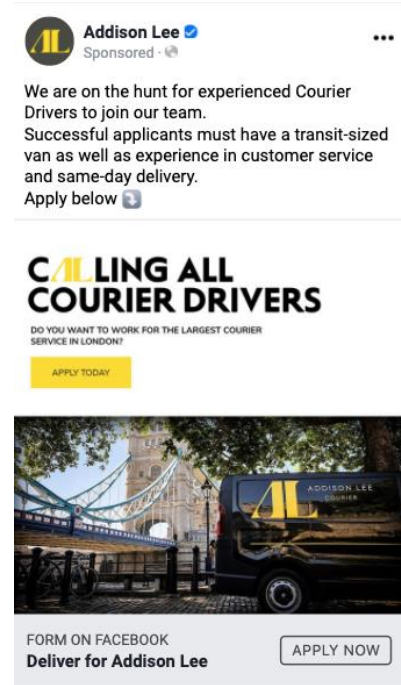
Addison Lee Courier Driver Campaign (August – September 2021)

Over the past two months, we have generated **307 driver leads** at just **£0.81** per lead.

How did do we do it?

We used a bespoke still image that was aligned with the Addison Lee branding. The image was utilised in a detailed targeted ad to generate leads in the Central London area.

We used detailed targeting to reach already existing courier drivers – from competitors - who would most likely own their own van.



The image shows a screenshot of a Facebook sponsored advertisement. At the top, the profile of 'Addison Lee' is visible with a verified badge and a 'Sponsored' label. The main text of the ad reads: 'We are on the hunt for experienced Courier Drivers to join our team. Successful applicants must have a transit-sized van as well as experience in customer service and same-day delivery. Apply below'. Below the text is a graphic with the headline 'CALLING ALL COURIER DRIVERS' and the sub-headline 'DO YOU WANT TO WORK FOR THE LARGEST COURIER SERVICE IN LONDON?'. A yellow button labeled 'APPLY TODAY' is positioned below the text. The main visual of the ad is a photograph of a black Addison Lee courier van parked in front of a building with a suspension bridge in the background. At the bottom of the ad, there is a grey box containing the text 'FORM ON FACEBOOK Deliver for Addison Lee' and a white button with the text 'APPLY NOW'.

LEAD GENERATION CAMPAIGN

Star Cars Birmingham Licenced Driver Campaign (August - September 2021)

Over the past two months, we have generated **164 driver leads** at just **£7.84** per lead.

How did do we do it?

We used a bespoke video that promoted an offer for drivers that join with Star Cars. The ad was targeted at licenced drivers in the Birmingham area.

Star Cars & Coaches Ltd
Sponsored · 🌐

CALLING ALL NEW DRIVERS! 🙌
We're currently offering ALL new drivers to the company the following fantastic offer:

The more you work the more you earn - for just £10 per week! 🚗

This offer won't be around forever! Apply today. 📌

STAR
STAR CARS BIRMINGHAM
**DRIVE UNLIMITED:
NO COMMISSION**
FOR £10 PER WEEK

TERMS AND CONDITIONS APPLY

LIMITED TIME OFFER

FORM ON FACEBOOK
APPLY TODAY 🌟 ➔

GET OFFER



CURTIS GABRIEL LTD

Bulman House, Regent Centre,
Newcastle upon Tyne NE3 1DQ, UK

☎ +44 (0)191 340 3600

✉ info@curtisgabriel.com

CURTISGABRIEL.COM