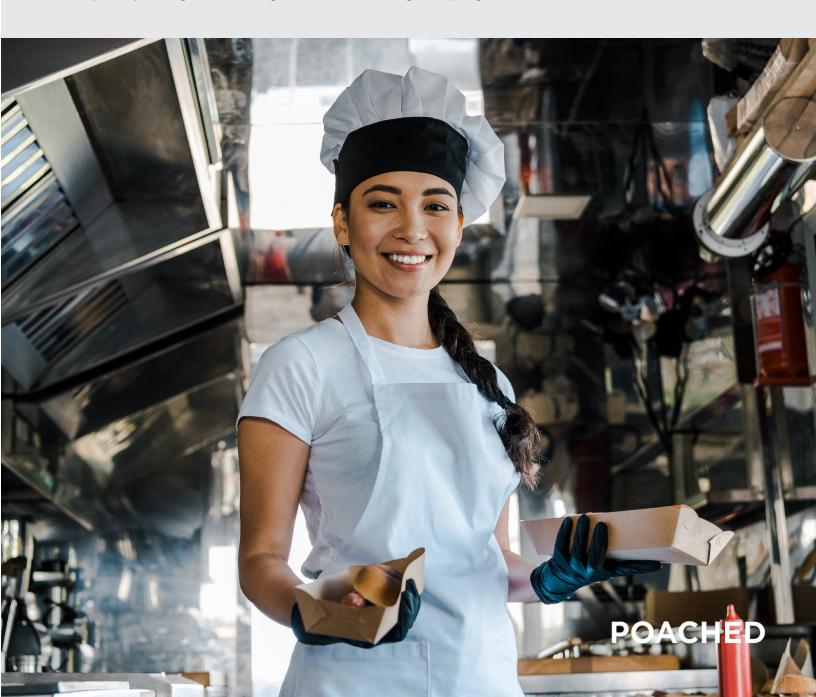
Case Study

The Challenge

One of the largest park concessions management companies in the United States, operating in six iconic National Parks, needed a consistent source of hospitality talent to execute its mission.

The Solution

The company turned to Poached to recruit nationwide for 21 positions across four hospitality categories through email marketing campaigns.



The Results

With Poached, the company quickly filled specialized positions, like Pastry chefs and Management, with experienced candidates.

The following data highlights the success of the national posts and email campaigns done on behalf of the company:

Housekeeper

Total Sent: 12,797

Total Open Rate: 51.06%

Click Rate: 2.01%

Number of applicants on

Poached: 91

Restaurant Staff

Total Sent: 8,034

Total Open Rate: 57.46%

Click Rate: 2.45%

Number of applicants on

Poached: 80

Management

Total Sent: 7,964

Total Open Rate: 52.05%

Click Rate: 3.52%

Number of applicants on

Poached: 103

FOH

Total Sent: 9,259

Total Open Rate: 52.39%

Click Rate: 2.29%

Number of applicants on

Poached: 110



EMAIL MARKETING

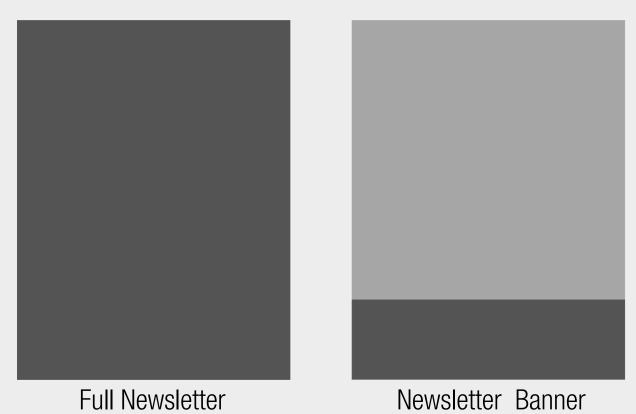
With the Poached, hospitality employers gain the convenience and the advantage of connecting their jobs to hospitality professionals from a customized email campaign.

By adding flexible email marketing opportunities, employers can target candidates looking for jobs in specific markets, or across the nation.

- Promote jobs to our network of 1,000,000 hospitality professionals
- Manage applications from a single platform
- Gain 67% more resumes using the Poached ATS

Email Marketing

240k WEEKLY NEWSLETTER SENDS



44.89% AVERAGE OPEN RATE

> 5.25% AVERAGE CLICK RATE

POACHED





AUTHENTIC, ELEVATED, ASIAN CUISINE,







We create handcrafted, artisanal magic,

Good food deserves to be shared. Each of our restaurants at HL Concepts brings the best that Asian cuisine has to offer, and makes it assessable for all to enjoy. Our cutting-edge culinary concepts are developed by serial restaurateur & master chef Hyunwook Lee, who brings his experience, culture and community into each and every dish.

HL Concepts was established in 2013 with a focus on uncompromising quality in a comfortable, yet sophisticated setting. Each of our dining experiences are unique. authentic, and remarkable in every sense of the word.

APPLY NOW





KITCHEN

FOH





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