



**COLLINSVILLE POLICE DEPARTMENT**

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Recruitment Video

July 2025

# Who is Real?

We are a full-service production company that solves problems through the artistry of video production.

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## MEET OUR LEADERSHIP



JOSH ROEDA  
DIRECTOR



KEVIN BRUINSMA  
CREATIVE DIRECTOR



RYAN ROEDA  
PRESIDENT

*Trends come and go but authenticity never fades. Real is more than our company name, being real is a value we hold high as a team. Being genuine and transparent isn't always easy, but it's the foundation for trust. Trust is a high quality we hold with each other as well as our clients because, with that foundation, magic happens.*

# OVERVIEW.

The City of Collinsville Police Department, led by Chief Brett Boerm, is initiating a video production project aimed at modernizing its recruitment strategy. In collaboration with Real Video Production, the department seeks to replace its outdated 2019 recruitment videos with a fresh, compelling series of high-quality video deliverables.

This project will consist of one (1) long-form recruitment video (3 to 5 minutes) and four (4) shorter social media videos (:30 to :45 seconds each). These videos will consist of up to four (4) on camera interviews with extensive b-roll scenarios.

These videos are designed to attract both sworn officers and dispatchers by highlighting the many diverse divisions, strengths, culture, and strong commitment to community policing.

# **DELIVERABLES.**

ONE (1) 3-5 MINUTE RECRUITMENT VIDEO

FOUR (4) :30-:45 SEC. SOCIAL MEDIA VIDEOS

# INVESTMENT.

**\$29,000.00**

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OPTIONAL: 2ND FULL PRODUCTION DAY: \$4,500.00  
*Small crew, 4 hour production day, Gear & equipment*

# COMMENTS.

## **Revisions:**

- Real Video Production Co. will allocate for two full rounds of revisions within the scope of the video portion of this project with final deliverables after completion of the second round.
- Additional revisions will be billed out on a per hour basis at the rate of \$125/hour.

## **Estimate:**

The fees shown are estimates only and are valid for 7 days. Final fees and expenses shall be shown when the invoice is rendered, per the contract.

## **Changes:**

The Client is responsible for changes or additions to the project that are outside the original scope. Change orders will be issued for client approval in the event there are any additions or revisions to the original bid.

## **Payment Schedule: Per phase of work.**

- 50% Due upon contract signing
- 25% Due upon production wrap
- 25% Upon approval of final deliverable

*This Statement of Work and Production Budget (Addendum A) is subject to and governed by the terms and conditions of the Film Production Contract executed by the parties for the project described herein. To the extent that terms in this Statement of Work and Budget (Addendum A) conflict with the terms and conditions of the Film Production Contract, the Film Production Contract shall control.*

**THANK YOU.**

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# First Arriving

## Recruitment & Retention Marketing Services

First Arriving, LLC  
9555 Kings Charter Drive, Suite K  
Ashland, VA 23005  
[firstarriving.com](http://firstarriving.com)

Prepared for:  
Keith Jackson  
Collinsville (IL) Police Department

Created by:  
Shannon Gilliland  
06 / 17 / 2025

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# Bowie (MD) Police Department



Join the Bowie Police Departme...

First Arriving



Changing Lives: Being a Role M...

First Arriving



Policing from the Community, Fo...

First Arriving



A Family Affair: Women In Law E...

First Arriving



Coffee with a Cop: Building Trust...

First Arriving



Heroism in Action: Officer Rescu...

First Arriving



15 Sec Feature - Join the Bowie ...

First Arriving



30 Sec Feature - Join the Bowie ...

First Arriving



45 Sec Feature - Join the Bowie ...

First Arriving

Collinsville (IL) Police Department

Dear Lt. Jackson,

Founded in 1872, the Collinsville Police Department (CPD) serves approximately 24,000 residents in Collinsville, Madison County, Illinois, with a dedicated workforce of 71 staff members, including 43 sworn officers and 28 civilian personnel. Known for its commitment to community safety, rapid response times, and robust lateral recruitment from nearby St. Louis and the Scott Air Force Base, CPD is poised to enhance its recruitment and retention efforts through a strategic partnership with First Arriving. With a recent focus on increasing female representation and addressing upcoming retirements, CPD seeks to build a sustainable pipeline of diverse, qualified candidates to maintain its high standards of service.

First Arriving is honored to present a tailored Recruitment Marketing Services Proposal to support CPD's mission by amplifying its ability to attract, engage, and retain personnel across roles, including sworn officers, telecommunicators, and administrative staff. Leveraging over a decade of experience supporting 80+ public safety departments across 15+ states, First Arriving brings proven expertise in crafting innovative recruitment strategies, professional video production, digital campaigns, print collateral, and community-focused outreach.

This proposal includes:

- A customized recruitment and outreach strategy with audience-specific messaging, branded graphics, and audience segmentation.
- Development and deployment of digital advertising across platforms like Facebook, Instagram, Google Search, and YouTube, with targeted campaigns for nearby zip codes, including Scott Air Force Base, to maximize lateral and military recruitment.
- Creation of high-quality print materials, including flyers, recruitment brochures, and event signage, to support CPD's presence at community events and job fairs.
- Production of recruitment videos and department-wide photography to showcase CPD's professional culture and community impact.
- Development of a standalone, recruitment-centric website with a public-facing application portal, SEO optimization, and independent of the local government site (colold.org).

Our strategic approach will capitalize on CPD's proximity to St. Louis and Scott Air Force Base, leveraging programs like TAPS to attract military personnel, lateral transfers and new recruits. By enhancing social media engagement with compelling CTAs, optimizing digital assets, and implementing performance tracking, we aim to convert inquiries into active hires.

With its legacy of service and commitment to community safety, CPD is well-positioned to thrive. First Arriving is eager to serve as a collaborative partner, delivering the creative vision, industry expertise, and tactical execution needed to achieve your recruitment and retention goals for years to come.

Sincerely,  
Shannon Gilliland, President  
First Arriving, LLC

## **Local Insights for Recruitment**

Collinsville, IL, a vibrant city in Madison County, offers a dynamic and diverse community ideally suited for bolstering recruitment at the Collinsville Police Department (CPD). First Arriving is well-positioned to craft a targeted recruitment strategy that resonates with local and regional residents and drives sustainable staffing growth for CPD.

### **Demographic and Community Profile**

Collinsville's estimated population of 24,000 (2025) is stable, with a diverse racial composition: approximately 78% White, 15% Black, 5% Hispanic, and smaller Asian and multiracial groups. The median age of 38 years aligns closely with national averages, with a significant portion of the population aged 21–40, making them prime candidates for sworn officer and civilian roles. The city's 10,000 households, with 60% family households and 30% including children, foster a community-oriented environment. CPD's existing recruitment efforts, including organic social media and community events, align well with this demographic, providing opportunities to engage families and youth through targeted campaigns.

The proximity to St. Louis (15 miles) and Scott Air Force Base (10 miles) enhances CPD's recruitment potential, attracting lateral transfers from urban departments and military personnel transitioning via programs like TAPS. The city's low poverty rate (8%) and moderate marriage rate (50%) indicate a stable community with residents likely to value civic engagement, making them suitable for roles like telecommunicators or administrative staff.

### **Educational and Professional Landscape**

Collinsville boasts a solid educational base, with 30% of residents holding a bachelor's degree or higher and a strong presence in fields like healthcare, education, and manufacturing. Nearby Southern Illinois University Edwardsville (SIUE, 10 miles) and Southwestern Illinois College (SWIC, 8 miles) attract students and professionals who may be interested in public safety careers.

First Arriving can leverage these institutions for outreach, targeting criminal justice programs and alumni networks to promote CPD's opportunities. The city's white-collar and blue-collar workforce balance suggests a pool of candidates with diverse skills suitable for both operational and support roles.

### **Economic and Housing Context**

Collinsville's median household income of \$60,000 and per capita income of \$32,000 (FY22) reflect a middle-class community with sufficient resources to pursue public safety careers without financial strain. The homeownership rate of 65% and median home value of \$150,000 indicate moderate community investment, fostering a sense of pride that CPD can tap into with messaging like "Protect Your Community, Join CPD." The average commute time of 25 minutes, primarily by car, suggests residents can balance work and local service, making flexible roles like part-time telecommunicators appealing.

### **Quality of Life and Community Engagement**

Collinsville's reputation as a family-friendly city with a low crime rate and access to amenities like the Gateway Center and Cahokia Mounds enhances its appeal. CPD's community engagement through social media and local events provides natural platforms for recruitment. The city's proximity to St. Louis offers urban access while maintaining a small-town feel, attracting candidates seeking a balanced lifestyle. First Arriving will amplify these efforts by integrating recruitment messaging into community-focused posts and events, targeting the 30% of households with children to inspire youth interest in future roles.

## Strategic Recruitment Opportunities

First Arriving's insights into Collinsville's diverse, stable, and community-oriented characteristics inform a tailored recruitment strategy for CPD:

- **Targeting the 21–40 Age Group:** With a significant young adult population, First Arriving will craft messaging that emphasizes career growth, community impact, and professional training, appealing to both new recruits and lateral transfers.
- **Increasing Female Representation:** To align with community demographics (currently 11–12% female officers), campaigns will highlight female role models and flexible roles, avoiding DEI-specific language to comply with federal guidelines.
- **Leveraging Military and Lateral Recruitment:** Proximity to Scott Air Force Base and St. Louis enables targeted campaigns via TAPS and job fairs, emphasizing CPD's competitive benefits and welcoming culture for experienced officers.
- **Engaging Families and Youth:** With 30% of households including children, First Arriving will promote CPD's community safety initiatives through social media and events, encouraging parental involvement and youth interest in future roles.
- **Utilizing Digital and Print Channels:** Paid ads on Facebook, Instagram, and Google Search, combined with updated print materials (flyers, banners), will reach new audiences beyond organic followers.
- **Community Event Integration:** CPD's presence at local events will be enhanced with branded materials and CTAs like "Join CPD Today," converting attendees into prospects.

## Challenges and Solutions

- **Challenge:** Limited control over the current local government website (colold.org) restricts recruitment visibility.  
**Solution:** Develop a standalone, recruitment-centric website with an online application portal, optimized for SEO and mobile access.
- **Challenge:** Upcoming retirements and promotion chains may strain staffing.  
**Solution:** Accelerate recruitment through targeted digital campaigns and streamline onboarding to fill vacancies efficiently.
- **Challenge:** Competition for recruits from nearby urban departments like St. Louis.  
**Solution:** Highlight CPD's small-town community focus, competitive benefits, and proximity to urban amenities to attract lateral transfers.
- **Challenge:** Outdated recruitment videos and materials limit engagement.  
**Solution:** Produce new videos and print collateral showcasing CPD's modern facilities, training, and community impact.

## First Arriving's Commitment

Collinsville's diverse, family-oriented, and strategically located community ensures a recruitment strategy that resonates locally and regionally. By capitalizing on CPD's strong lateral recruitment, leveraging demographic strengths, and addressing staffing challenges, we will create a sustainable pipeline of qualified candidates. Our approach will integrate digital campaigns, community event amplification, and targeted outreach to military and educational institutions, ensuring CPD attracts and retains dedicated personnel who reflect Collinsville's commitment to safety and service.

**First Arriving, a leader in public safety service marketing, creative services, and consulting services, is pleased to present this proposal to the Collinsville (IL) Police Department.**

Our experience with fire, EMS, and law enforcement departments at the local, regional, state and national levels will provide for seamless organizational communication strategy, marketing execution, and program management.

Our strategic vision and services drive robust online and offline marketing campaigns, compelling video, and multimedia creative, extensive social media engagement, thousands of recruitment leads, best practice education, and vastly improved process workflow for our clients.

We are confident that we are uniquely qualified to be a part of your team and lead your marketing strategy and engagement. You don't have to teach us your business – we live and work in it every day as experienced veterans of public safety.

We are capable and innovative marketers, and we have the bench strength to deliver the services you need for success. We look forward to taking the first steps to be your new agency services provider.



EXCELLENCE THROUGH...

**HONOR.**

Build A Better Future Together!

**We now have 40+ active recruitment and retention clients in 15+ states, with services including strategy, marketing campaign creation and management, lead tracking support, commercial and video production, offline materials design & production and so much more.**

## Why First Arriving

First Arriving provides mission-critical marketing and technology solutions for public safety & local government.

### **OUR PASSION IS PUBLIC SAFETY**

We don't just talk about living and breathing public safety — it's been the core of our careers. We've crafted some of the most innovative, creative, and impactful marketing and media platforms in the industry.

We're passionate about helping departments make significant strides in their approach to content and marketing, forge meaningful community connections, enhance workflows and technology, build strong brand identities, and so much more.

### **CREATIVITY & NEW IDEAS**

At First Arriving, our team comprises seasoned professionals who are deeply passionate about marketing—it's woven into the fabric of who we are. Our experts are not just skilled marketers; they are dedicated to mastering the craft, continuously refining their strategies to stay ahead of the curve.

What sets us apart is our deep understanding of the public safety industry and the unique needs of your target audience. We don't just bring marketing expertise to the table; we bring an insider's perspective on your industry. This combination is like supercharging your current marketing efforts with powerful, targeted strategies and fresh insights. Whether you're looking to amplify your existing initiatives or break new ground, we're here to elevate your brand to the next level.

### **EXECUTION & SUPPORT**

This is where First Arriving can significantly impact your team and goals. We start by evaluating your current marketing efforts, then develop and implement a forward-looking strategy to enhance your results.

You'll have direct access to our in-house project management system, ensuring you stay informed on key milestones, tasks, and outcomes of your marketing deliverables in real-time. We'll keep you engaged throughout the process with regular check-ins and detailed analytics, providing insights into the success of each executed element.

## First Arriving Leadership Team

Finding the right partner with the right leadership and team is one of the main reasons we feel confident that we are uniquely qualified to be yours.



**Dave Iannone, CEO**

[dave@firstarriving.com](mailto:dave@firstarriving.com)

Since the age of 12, Dave has been in love with the fire service. He's spent the last 31 years at the Hyattsville (MD) VFD where he and others first worked together on Firehouse.com, later taking on all public safety and numerous other B2B, consumer & niche markets – from construction to security, medical to sports – in the digital & integrated media space. Over the years Dave has found many creative ways to blend his passion for great content, the Web, and fire and emergency services.



**Shannon Gilliland, President**

[sgilliland@firstarriving.com](mailto:sgilliland@firstarriving.com)

Shannon is responsible for planning and implementing new business initiatives across First Arriving's suite of technology, marketing solutions, and strategic services. Prior to joining the team, Shannon served as the Director of Business Development for the International Association of Fire Chiefs (IAFC). Shannon brings over 16 years of experience with public safety in developing strategic partnerships, sales & marketing, project management, and client success transformation.

## Strategic Recruitment Marketing Services Team

Our team of innovative marketers, strategists, project managers and creative specialists delivers the services you need for success. Like you and your team, this isn't a job for us, it's a calling. Our entire team is passionate about fire and emergency services agencies, non-profits & associations.

**In addition to the resources outlined here, this project will include other team members as needed to meet your program's goals:**

- Dedicated Project Manager
- Marketing Manager
- Recruitment Strategist
- Graphic Designer
- Dedicated Webmaster
- Full Video Production Team

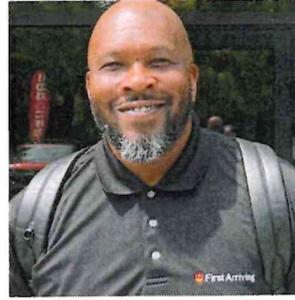
Founded in 2013, First Arriving is headquartered in Ashland, Virginia with 45 full and part time staff in eleven states.



**Chris Hebert**  
*VP-Web Services*



**Kristina Greene**  
*R&R Assistant Director*



**Walter Campbell**  
*Recruitment Strategist*



**Jon Weiss**  
*Animation/Graphic Artist*



**Kailee Kelter**  
*Senior Video Producer*



**Matthew Troy**  
*Senior Video Director*



**Erin Crawley**  
*Marketing Coordinator*



**Bill Carey**  
*Social Media Manager*



A CAREER THAT MAKES A  
**DIFFERENCE**



**APPLY TODAY!**



# WALTER A. CAMPBELL

**Recruitment Coach**

As a recruitment strategist, coach, and trainer with over 15 years of recruiting experience, Walter specializes in crafting creative and innovative recruitment marketing strategies, leveraging social media platforms, tools, and resources to connect organizations with talent.

Walter's presentations are both informative and transformative. He seamlessly combines humor, creating engaging experiences to impact his audience.

He believes in the power of humor to uplift, inspire, and connect people from all walks of life.

### **Key Note Speaker**

Maryland State Firefighters Association  
Virginia Recruitment & Retention Committee  
National Volunteer Fire Council (NVFC)  
Essence Learning, LLC  
Greater Sacramento Urban League  
Delaware Volunteer Firefighters Association



# Insights: Social Media



### Strategic Call-to-Action (CTA) Integration

While the agency does a solid job-sharing public information through series like "Fugitive Fridays" and community safety alerts, most of their organic posts lack clear calls to action that encourage community involvement or applications.

Posts highlighting officers and events are informative but miss an opportunity to invite followers to take the next step, such as learning more about careers, joining the department, or supporting its mission.

### How First Arriving Can Support:

Strategically craft branded CTA graphics and copywriting content and video captions, schedule and manage social media campaigns to ensure consistent inclusion of CTAs, optimizing engagement and guiding recruits toward meaningful involvement.

**Enhancement Strategy:** Incorporating targeted, action-oriented phrases such as “Join Our Team Today,” “Apply Now,” “Serve Your City” or “Start Your Journey with Collinsville (IL) Police Department” into social media content will drive higher engagement and direct prospective recruits to take actionable steps toward involvement.

**Recruitment-Centric Content Opportunities**

Collinsville PD's content strategy is strong in public engagement, with standout posts such as "Officer of the Month" and "Cops & Kids Christmas."

However, there is a noticeable absence of recruitment-centric messaging across platforms. There are a few posts aimed at informing the public about how to join the department, the roles available, or the benefits of a career in policing.



**How First Arriving Can Support:**

Create a comprehensive social media content calendar strategically focused on recruitment to ensure consistent and impactful messaging.

Develop dedicated social media posts that spotlight available roles, including sworn officers, telecommunicators, and administrative positions, to ignite community interest and drive inquiries from potential recruits. Posts will feature targeted messaging, such as “Join Our Team as a Telecommunicator!” or “Become a Collinsville Officer Today,” paired with updated visuals to reflect CPD’s professional culture

Produce engaging recruitment-focused reels and static social media posts, utilizing custom or stock assets to maximize visual appeal and resonance.

Execute targeted social media advertising campaigns to promote open opportunities, reaching key audiences effectively.

Monitor engagement metrics and refine messaging iteratively to optimize campaign performance and drive higher inquiry rates.





March 2025  
Officer of the Month **Officer Stuart Patterson**

### **Video and Reels Utilization**

Collinsville Police Department's current use of video, particularly short-form content like reels, is limited, despite the format's proven success in capturing the attention of younger, mobile-first audiences. A more consistent and strategic approach to video content, including day-in-the-life segments, recruitment messages, and officer testimonials, would enable the department to connect with viewers more authentically and engagingly. Reels and short videos are also favored by social media algorithms, increasing the likelihood of reaching a wider and more diverse audience.

### **Website Recommendations**

The Collinsville Police Department's recruitment information is housed on the city government's broader website, which can make it difficult for potential applicants to find relevant details quickly. The lack of a centralized, engaging, and easy-to-navigate recruitment page can lead to missed opportunities, especially among those casually exploring career options. When recruitment content is buried or overly formal, it fails to connect with mission-driven candidates who need clear, compelling reasons to apply.

### **Member Storytelling and Retention**

There is limited content that highlights individual members and their reasons for serving, which is a missed opportunity for both recruitment and retention. Sharing personal stories, milestones, and behind-the-scenes moments humanizes the department and strengthens internal morale. These stories not only attract like-minded individuals but also remind current members that their service is valued and appreciated, reinforcing their long-term commitment.

### **How First Arriving Can Support:**

Design and create branded graphics and templates tailored for sharing training highlights on social media, ensuring a consistent and professional visual identity. We will design custom recruitment handouts, QR code signage, and digital interest forms to support on-site lead generation. Additionally, we will provide training on how to turn casual event conversations into strong follow-up opportunities.

We will produce high-impact, action-oriented reels and short-form videos using both newly captured and existing footage. These will be formatted specifically for Instagram, Facebook, and YouTube Shorts to boost visibility, enhance storytelling, and drive interest in careers with the Collinsville Police Department.

We will create a dedicated, branded recruitment landing page explicitly designed to attract and convert prospective applicants. This page will highlight available roles, benefits, department culture, career paths, testimonials, and calls to action, all in one easily accessible hub. A recruitment-focused web presence enhances visibility, boosts lead conversion, and presents a consistent, professional first impression to anyone considering a career with the Collinsville Police Department.

# Proposal Details

## Recruitment & Outreach Strategy

First Arriving will work with leadership and key stakeholders to develop a strategic recruitment marketing plan to increase awareness of opportunities.

### Key Initiatives

- Develop Customized Recruitment Marketing Plan.
  - Overall campaign strategy development and management, messaging, and launch campaign(s).
  - Develop recruitment theme, taglines, and branding Identify value proposition for each target audience.
  - Identify the best digital media platforms to drive interest. This may include, but not be limited, to a combination of social media, search marketing, streaming ads, videos, radio, etc. Additional channels may be recommended in the marketing plan.
- Ongoing Campaign Oversight: Manage and optimize the overall recruitment campaign strategy, including messaging, branding, and the launch of campaigns, to ensure consistent progress and effectiveness.
- Performance Tracking & Adjustments: Regularly review defined metrics and tracking data to measure success, make informed adjustments, and maximize the impact across all target audiences and media platforms.
- Recruitment Strategy Review: Continually assess and refine the recruitment strategy, ensuring alignment with evolving goals, and adjust the core campaign plan accordingly.
- Conduct market research, as it relates to campaign improvements.
- Other/ Strategic Marketing Advice
  - Monthly **SME/Strategist Coaching**: Ongoing expert guidance and support.
  - Focused on strategic and tactical approaches to review, discuss and plan past and future recruitment opportunities and outcomes.
- Data Collection and Reporting
  - Provide all statistics, program details and other information required to support tracking of return on investment.
  - Analyze and provide strategic recommendations for improvement based on data. Monthly reports are provided and reviewed to ensure consistent adjustments are enabled.

First Arriving will conduct a series of meetings that include:

**In-Person Meeting:**

Campaign Strategy Development Session.

**Virtual Meeting(s):**

Review project, expectations & timelines, confirm target audience, review branding, monthly project meetings.

**Goals & Objectives Review:**

Assess and refine target outcomes (KPIs)

**Customized Marketing Plan Review:**

Review strategies outlined and make any necessary adjustments.



## Media Marketing Plan

At First Arriving, we specialize in delivering comprehensive marketing, creative, and digital solutions tailored to the unique needs of our clients. Our mission is to empower organizations like Collinsville (IL) Police Department by managing every aspect of your marketing efforts, allowing you to focus on your core objectives.

We believe in crafting innovative, data-driven strategies that deliver measurable results. Through a coordinated and cohesive approach, we will integrate digital, print, and video marketing to achieve your recruitment goals effectively over the next four years.

### CONTENT MARKETING PLAN

Our team will develop and execute value-driven content strategies that include:

- **Messaging & Theming:** Creating compelling narratives that resonate with your target audience.
- **Audience Segmentation:** Tailoring content to meet the specific needs of diverse demographics.
- **Website Enhancements:** Optimizing your online presence to increase engagement and lead generation.
- **Video Scripting & Storyboarding:** Producing impactful, professional videos that capture Collinsville (IL) Police Department mission and opportunities.
- **Customized Recruitment Training:** Developing tailored training programs to enhance recruitment efforts, optimizing engagement and retention.

### DESIGN PLAN

We will conceptualize and deliver visually dynamic designs that drive engagement across all platforms:

- **Digital Marketing:** Attention-grabbing ads and graphics optimized for digital campaigns.
- **Offline Marketing:** High-quality print materials designed to leave a lasting impression.
- **Website Design:** Modern, user-friendly designs that enhance the user experience.

### AUDIENCE & LEAD DEVELOPMENT

First Arriving will implement targeted strategies to identify and attract potential candidates:

- **Custom Audiences & Lead Lists:** Developing tailored contact lists based on your recruitment goals.
- **Look-A-Like Campaigns:** Reaching new audiences by leveraging data from existing supporters.
- **Geo-Fencing Campaigns:** Targeting potential recruits within key geographic areas.
- **SEO & Keyword Campaigns:** Enhancing visibility by optimizing your content for search engines.
- **Geographic Penetration Plan:** Strategically expanding your reach into high-priority areas.

### ENGAGEMENT CHANNELS

We will design and manage an integrated plan for your recruitment campaigns, including:

- **Frequency & Spend Management:** Ensuring the right balance of exposure and budget efficiency.
- **Digital Marketing Automation:** Streamlining campaigns for maximum impact.
- **Campaign Mapping:** Aligning marketing efforts across all platforms for a cohesive strategy.

### REPORTING & ANALYTICS

To ensure transparency and continuous improvement, we will provide detailed reporting on a monthly, quarterly, and annual basis, including:

- **Data Collection & Analysis:** Measuring the reach and effectiveness of all media efforts.
- **Impact Assessment:** Highlighting the success of individual campaign elements.
- **Strategic Insights:** Offering actionable recommendations for ongoing optimization.

## Digital Advertisement

With First Arriving as your trusted partner, you can be confident that your recruitment campaign will be expertly managed, strategically executed, and fully aligned with your mission and objectives.

Engagement Channel	Type
Facebook, Instagram	Paid Ads, Reels, Boosting, Organic
Google Search Ads	Paid Ads
YouTube	Paid Ads

*\*Additional Channels will be reviewed and recommended based on target audience and digital assets. Channels may include, but not limited to: Snapchat Spotify, Audio Go, Hulu, TikTok, LinkedIn.*

**Note: Third Party Ad Fees are included.**

### PAID ADVERTISEMENT

By leveraging paid advertising, First Arriving targets specific areas of need to create tailored ad groups, directing qualified leads to the website. Each ad group presents targeted audiences with messaging that aligns with their specific interests and needs.

### Location Based Targeting

Location-based targeting allows you to reach audiences within specific geographic areas, like cities, counties, or even neighborhoods, through paid ads. By defining a target location, your ads are shown to people in that area who are more likely to respond to your messaging. Platforms like Facebook, Google, and Instagram offer highly granular targeting options, enabling you to tailor campaigns based on proximity to your business or event. This precision ensures your ads reach the right audience, driving higher engagement and maximizing the impact of your ad spend.

### Enhanced Search Engine Visibility

With Google Search ads, our agency can secure prominent placement in search engine results, ensuring that we appear at the top when users search for relevant services. This targeted approach increases visibility, driving more clicks from users actively seeking solutions like ours. Being among the first listings on Google Search not only boosts brand awareness and credibility but also directly leads to increased website traffic, more qualified leads, and a stronger online presence. This is a powerful tool to establish our brand as a go-to resource in our industry.

### Retargeting & Lookalikes

Retargeting ads will be configured to reach website visitors who begin filling out an inquiry form but leave before completing it. These ads will encourage them to either explore more about the opportunities available, learn about the agency, or return to the application process to continue where they left off. Retargeting allows you to reach people who have previously interacted with your website, social media, or ads.

How it Works: Ads are shown to users who have visited a specific page on the client's site (e.g., a recruitment page) but didn't take action (like applying or signing up).

Lookalike audiences help you target people who share characteristics with your existing audience, such as those who already follow your page, visit your website, or have completed a desired action (e.g. signed up for a newsletter).

How it Works: Platforms like Facebook or Google use data from your existing audience to find people with similar behaviors, demographics, and interests.

#### **ORGANIC POSTING**

Through organic posts, we're developing recruitment-focused content on social media to attract prospective candidates, inform them about nearby opportunities, and raise awareness about the agency. The primary objective of our organic content schedule is to highlight the benefits of joining, emphasize personal and professional growth opportunities, and underline the importance of community support.



**START YOUR  
LAW ENFORCEMENT  
CAREER WITH  
BOWIE POLICE  
DEPARTMENT**

**APPLY TODAY AT  
JOINBOWIEPD.COM**

**NO EXPERIENCE? NO PROBLEM  
¿SIN EXPERIENCIA? NO HAY PROBLEMA**

Key Services (Each Channel)	Description
<b>Ad Creation</b>	Develop unique ad variations for each channel, customized to your target audiences.
<b>Optimization</b>	Continuous A/B testing and performance monitoring to adjust and improve campaign results. By continually testing and optimizing, we aim to reduce CPC and CPA while improving CTR, effectively stretching your advertising budget further.
<b>Retargeting &amp; Lookalikes</b>	Target users who previously interacted with your ads or are similar to high-value customers.
<b>Content Development</b>	Draft engaging, high-performing content aligned with campaign goals.
<b>Approval &amp; Deployment</b>	Maintain an approval calendar, keeping you involved in every step. Ads will be deployed, monitored, and adjusted as needed. Setting up Target Audiences.
<b>Reporting</b>	Regular performance reports tracking key metrics (CTR, CPC, CPA, conversion rates), along with insights and actionable recommendations.
<b>Third-Party Spend Management</b>	Manage all third-party ad spend across platforms. This includes setting budget allocations, monitoring daily expenditures, and ensuring cost-efficiency.
<b>General and Administration</b>	Software platforms, administration oversight, project profit.



## PRINT MARKETING

First Arriving recognizes the importance of events in your community and the critical details needed for effective event communication. By enhancing your brand with impactful visuals, creating immersive brand experiences, and optimizing attendee engagement throughout the event, we ensure a comprehensive, audience-focused strategy.

Successful in-person recruiting hinges on interactive displays, props, and activities that actively engage prospects, sparking conversations. Specific items and formats will be decided during initial campaign planning. Includes design, copyediting, printing, production, and delivery.

- Resources included:
  - Poster and/or Flyers: Ideal for community events, bulletin boards, and incidents. Perfect for members to distribute at local events or community gatherings.
  - Prospective Member Guide: A comprehensive resource to welcome and educate new recruits. Provides essential information about department expectations, benefits, and opportunities, ensuring a seamless onboarding experience and fostering long-term engagement.
  - Business Cards: Essential for networking and outreach. Perfect for sharing contact information and creating lasting impressions during community interactions and events.
- Client retains ownership of all original files.
- Specific items, formats, and quantities will be decided during initial campaign planning.
- Budget pricing represents approximately 70% third party direct costs



## Recruitment Videos & Photography

At First Arriving, we offer a full-spectrum video service solution, encompassing every stage of video production and promotion. Our expertise includes conceptualization, scripting, filming, editing, and post-production, ensuring high-quality content tailored to your needs. We excel in deploying videos across various platforms, including social media, search marketing, email campaigns, and more. With our strategic approach to SEO, organic growth, and remarketing, we maximize the reach and impact of your videos.

From initial concept to final distribution, our team delivers exceptional results that drive engagement and achieve your communication goals.

### Includes:

- Video strategy and production to showcase opportunities and/or existing staff in a coordinated effort tied to the overall campaign mission.
- Capture department-wide photography

### PRE-PRODUCTION

- Conduct pre-production planning and creative working sessions (as needed) to develop key messages and creative strategy
- Deliver engaging **recruitment videos featuring** scripted narration and impactful interviews.
- Animation, voiceovers, simple transitions, dynamic text on screen and background music.
  - One (1) 1-minute recruitment videos and two (2) :30-second social media cutdowns
  - Six (6) social media Recruitment Videos in various lengths to include :15-second, :30-second, and 45 second versions
  - Reels provided
- Department wide Photography to capture event, real life scenarios, training, portraits, etc.
- Develop a Concept Document and Production Package that includes finalized concept and mood board, sample storyboards, finalized scripts, AV scripts, interview questions, talent and location management, crew assignments, and final project schedule.
- Maintain contact with stakeholders throughout all phases of the project
- Production Coordination.

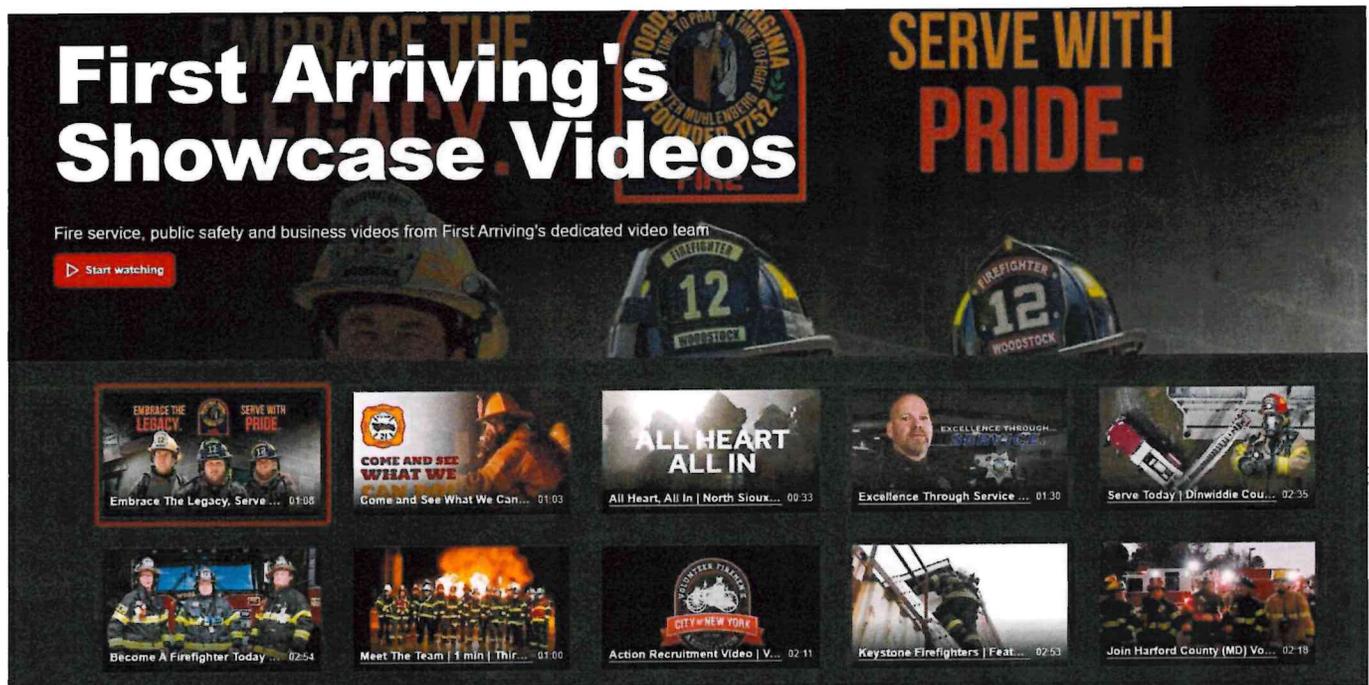
### PRODUCTION

Provide a 3-person production crew for two full consecutive days of production to capture interview content, photography, and b-roll to design 9 total videos, plus hero clips for social media.

- Photographer for three full days of production to capture photography with participants, behind-the-scenes, scenario specific events, etc.
- Provide two 4k cameras, audio, mobile lighting equipment, and any other production gear (tripod, lenses, camera tracking, teleprompter, and other accessories, and other necessary grip equipment)
  - *Please note that one full day is 10 hours, from arrival on set to departure*
  - *Includes reimbursable expenses for permits, props (as needed), insurance, craft services, parking, etc. at each filming location*

## POST-PRODUCTION

- Complete editing and develop three drafts for review before the final video deliverables to include Rough Cuts, Fine Cuts, Final Cuts before sending Final Deliverables.
- Incorporate interview footage, scripted narration, client provided assets, b-roll and stock footage, animation, dynamic text, animated logo CTA, and background music.
- Complete color correction and .srt files (closed captions) for all Final Deliverables.
- Complete color correction on all photography and deliver raw camera files plus up to 100 finished jpgs.
- Third party background music (web distribution and paid media included with no Broadcast licensing allowed) with audio sweetening, sound effects, and sound design.



## Featured Videos:

<https://vimeo.com/showcase/8425636>

## Recruitment Centric Website

Websites are the clearinghouse for information. Websites provide consistency, continuity, and a focal point for your department.

**The website is one of the single most important brand development tools. It is the place where all your audiences turn to learn what you do, how you do it and who you serve.** Further, your website will be home to your valuable content. That content will become the focus of your search engine optimization (SEO) efforts so that your potential members, and referral sources will find you and learn about your organization. Online content is central to any modern brand development strategy.

The key with recruitment marketing success is providing robust information and being able to add various tracking codes and integrations to report on lead generation for prospective recruits.

### The Website Includes:

A customized solution for your agency - not cookie cutter.

A unique theme to match your organization's branding and color scheme.

Hosting in the First Arriving platform, designed specifically for police departments and public safety agencies, including all core future upgrades.

Renews at \$99/month after contract ends.

Fully responsive website that will look and function great on all browsers and devices such as desktop, tablet and mobile phone, without any additional plugins, apps or fees.

Features Included	Features Included
<ul style="list-style-type: none"> <li>• Custom Home Page &amp; Site Branding</li> <li>• Easy to Use Platform</li> <li>• Daily Backups</li> <li>• Best-in-Class Hosting &amp; Security</li> <li>• Enhanced Search Engine Optimization</li> <li>• FREE SSL Certificate</li> <li>• Site Training</li> <li>• Support Center &amp; Online Help</li> <li>• Doc Access</li> <li>• Google Analytics</li> <li>• Comprehensive Recruitment Section</li> <li>• ncluding CRM/Google Sheets integration for tracking, advanced lead tracking</li> </ul>	<ul style="list-style-type: none"> <li>• One business day non-emergent support response and annual content support</li> <li>• Site strategy &amp; vision led by First Arriving. Including content creation.</li> <li>• Recruitment &amp; Community Content</li> <li>• Custom Forms &amp; Databases, w/Notifications</li> <li>• Galleries &amp; Video Center (YouTube/Vimeo)</li> <li>• Backups every 12 hours</li> <li>• Social Media Integration</li> <li>• Enhanced Goal &amp; Event Tracking in Google Analytics, plus Custom Marketing Audiences</li> </ul>

## Recommended Budget Pricing

Recommended Budget Pricing	Year One	Year Two	Year Three	Year Four	Total
<b>Media Marketing</b>					
Recruitment & Outreach Strategy	\$12,500	\$7,500	\$7,500	\$7,500	\$35,000
Website Development Hosting & Support	\$1,950	Included	Included	Included	\$1,950
Video & Multimedia Production Photography, 9 Videos and Reels for Social Media	\$25,500				\$25,500
Digital Advertisement	\$10,150	\$18,150	\$12,000	\$12,000	\$52,300
<b>Print Marketing</b>					
Offline Materials		\$5,000	\$2,500	\$2,750	\$10,250
<b>Total</b>	<b>\$50,100</b>	<b>\$30,650</b>	<b>\$22,000</b>	<b>\$22,250</b>	<b>\$124,000</b>

## Timeline Details

A comprehensive project schedule and related timeline will be developed during the first 30 days of the project. Work will begin at the receipt of signed contract and any pre-payments agreed upon prior to contract execution.

We will present regular updates and reports throughout the process on the overall impact, deliverables and success of the program.

## Billing and Payment

Payment terms will be customized based on the scale of your project, requirements and other factors, to be mutually agreed upon execution of a formal contract.

## More Information

**SAM Registration:** FIRST ARRIVING, LLC (022925800)

**CAGE:** 8FC94

**DUNS:** 022925800

All content and concepts provided in this proposal is the intellectual property of First Arriving and its employees and cannot be used, shared or otherwise disseminated without the express written permission of First Arriving, LLC.

## Recruitment Service Case Studies

### National Volunteer Fire Council (National)

First Arriving has worked with the National Volunteer Fire Council for nearly 20 years, developing the very first NVFC website and continuing through the years in a variety of capacities. Over an 18-month period between 2016 & 2017 (their prior SAFER grant period) we worked with the NVFC to promote its SAFER-funded recruitment program “**Make Me a Firefighter**” which included:

Our combined work with the NVFC resulted in:

- Creation, launch, and reporting on search and social media campaigns targeting consumers looking for volunteer opportunities as well as driving engagement and use of the program’s resources at fire departments across the country.
- Creation of custom targeted national, regional and hyper-local (including state and zip radius) audiences for individual campaigns on Facebook and Google.
- Leveraged Google’s Non-Profit Ad Grants program, implementing over 700 search campaigns ranging from national to local focus.
- This includes campaigns targeting consumers for individual departments leading back to their MMAF profile.
- These campaigns to date have resulted in over 900,000 search ad impressions, **37,000+ click through visits** to the MMAF website and provided an **equivalent spend of at least \$50,000 at NO actual cost** beyond the modest initial campaign setup and reporting by First Arriving.
- Over 120,000 recruit prospect visits** to the organization’s [MakeMeaFirefighter.org](http://MakeMeaFirefighter.org) website, resulting in tens of thousands of searches for opportunities.
- Over 15,000 fire service audience visits** to the Make Me a Firefighter portal for departments, with **over 1,000 new department sign ups**.
- Our recommendations for search engine optimization for the [MakeMeaFirefighter.org](http://MakeMeaFirefighter.org) website led to a **420%+ year-over-year increase** in organic traffic from 2016 to 2017 (Google, Bing, Yahoo, etc.)



Seven out of ten firefighters and emergency responders are volunteers, and your community needs more volunteers like you

From firefighting and emergency medical services to fundraising and fire safety education, there are a number of ways you can volunteer.

Begin Your Search Here



Ad

Ad group

Join Your Volunteer Fire Dept Search Opportunities Near You  
[www.makemeafirefighter.org](http://www.makemeafirefighter.org)  
 Local volunteer fire/EMS departments have immediate opportunities, find yours.

Make Me a Firefighter

## Harford County MD Volunteer Fire & EMS Association (County)

First Arriving, launched [www.harfordvolunteer.com](http://www.harfordvolunteer.com), a new site dedicated to volunteer recruitment for Harford County Volunteer Fire and EMS Association (HCVFA) in Harford County, Maryland.

In addition to conveying the benefits, requirements and frequently asked questions about becoming a professionally-trained volunteer, the site highlights the personal stories of current HCVFA members and explains the many, critical roles that its 1,500 volunteers play in the organization and community.

HarfordVolunteer.com is a public awareness initiative by the Harford County Volunteer Fire and EMS Association, which represents twelve volunteer fire and EMS organizations responding to over 8,000 fire and 25,000 EMS calls annually from Harford County, MD residents and businesses. In addition to the website, the project includes extensive public relations outreach and video storytelling that highlights the awesome work of their county's volunteers. An in-the-right-place-at-exactly-the-right-time life-saving opportunity presented itself during the water-rescue portion of the video filming and our crews were able to capture and convey this compelling story as detailed in the pull-out below.

"The Harford County Volunteer Fire and EMS Association is excited to partner with First Arriving to launch our new recruitment website, Harfordvolunteer.com. This site will provide us with the tools we need to continue to build our volunteer system hopefully for many years to come," said Rusty Eyre, President, Harford County Volunteer Fire and EMS Association.



**HARFORD**  
VOLUNTEER  
FIRE & EMS  
HARFORD COUNTY, MARYLAND


**First Arriving**  
MARKETING & TECHNOLOGY FOR FIRE/EMS

WHY JOIN?
WAYS TO JOIN
JOIN
DONATE

Harford County Fire & EMS News

### Video Captures Harford Volunteer Rescue After Car Crashes Into Susquehanna River

NOV  
15  
2021



Susquehanna Hose Company's Marine 5 and crew were in the right place at the right time.

[Read More](#)

Our First Arriving video team was filming a recruitment video for Harford County MD when this real-life emergency played out right in front of local responders and our three photographers who were able to capture it live.

Our public relations team immediately went to work crafting talking points that helped their fire service spokespersons connect this life saving story to the value of their volunteers and make the call for others to join their ranks, all the while sharing their concern for the individual who miraculously survived thanks to their volunteers being at the ready when this dramatic rescue unfolded.

The team then coordinated the flood of media inquiries and interviews that ensued as this raw video went viral, making national and international news headlines.

## Rittman OH Fire-Rescue (Local)

When [Rittman \(OH\) Fire & Rescue](#) received a FEMA SAFER grant for volunteer firefighter recruitment and retention in 2019, they combined their fire and EMS departments into one department and found a recruitment program that could work for both types of applicants in a single effort.

Once the department chose First Arriving to create and deliver a recruitment and retention strategy (<https://www.firstarriving.com/recruitment/>), Sweigert said, there was a significant change in everything. "I say the fire service is sort of like football," he said. "We have defensive fires and offensive fires. So we went from defense, taking whatever application was given to us, to offense, where a marketing plan was created and driving the recruitment."



From the marketing and recruitment efforts, Rittman created panel interview days. Since 2019 the department has hired 23 new people. The new recruitment plan even led to further opportunities for some of Rittman's personnel. "Some people say it has gotten them full-time opportunities. People we recruited based on First Arriving's marketing, and now they have been hired full-time in career departments," Sweigert said.

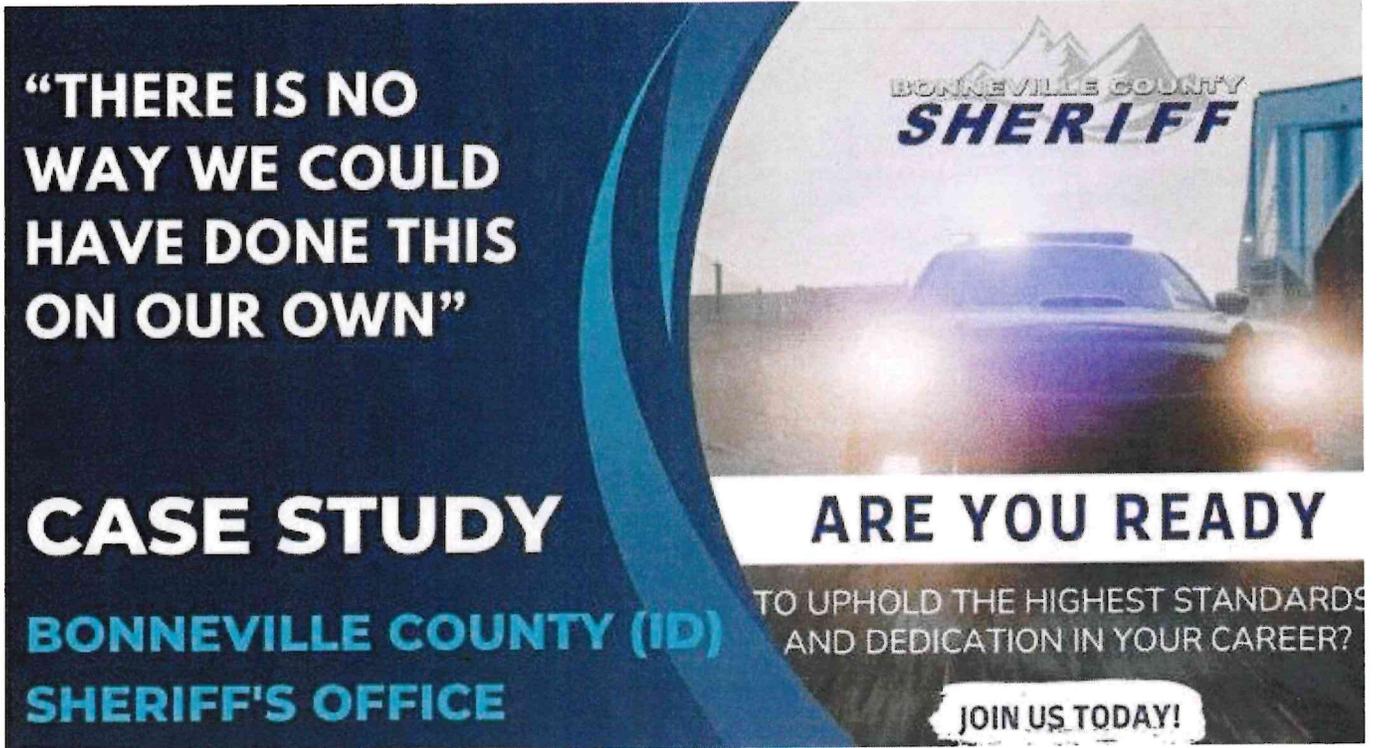
First Arriving's plan for Rittman involved several action points such as a new website, in-house training and social media campaigns. "They were the logical choice," Sweigert said. "First Arriving focused on our family atmosphere at the start."

They created member spotlights (<https://www.rittmanfire.com/tag/memberprofiles/>) and featured a new one every week. We saw an increase in traffic on Facebook stats and learned more about who this information appeals to." People would look at their Facebook posts and say, "Hey, I know her, I know him, I can do what they are doing," Sweigert said. It wasn't necessarily about that member, but it was about who they appeal to in the community who would want to be part of their team.

Rittman Fire & Rescue's relationship with First Arriving also helped them work through the difficulties of COVID-19 and stay in touch with potential applicants and those in the process of becoming members. Sweigert credits the guidance from First Arriving strategists for this success during a challenging time.

"Tiger Schmittendorf (Vice President, Recruitment & Retention Services) is a relatable guy who has many ideas because of his experience," Sweigert added. "There were times during the campaign when Rittman asked us to turn off or throttle back "the marketing machine" because they were fielding all of the inquiries they could in a timely manner, or their fire academies were full. That's part of how they measured success. We planned for and helped them manage their success," Schmittendorf shared.

## Bonneville County Sheriff ID (Local)



**“THERE IS NO WAY WE COULD HAVE DONE THIS ON OUR OWN”**

**CASE STUDY**

**BONNEVILLE COUNTY (ID) SHERIFF'S OFFICE**

**ARE YOU READY**

TO UPHOLD THE HIGHEST STANDARDS AND DEDICATION IN YOUR CAREER?

**JOIN US TODAY!**

BONNEVILLE COUNTY SHERIFF

*"First Arriving was the top to bottom of everything we were looking for. That is what they specialize in, public safety, so they understand what is driving the market, the marketing pieces and the audience."*

### **Sheriff's Office Exceeds Recruitment Goal with First Arriving Strategic Plans**

<https://firstarriving.com/project/sheriffs-office-exceeds-recruitment-goal-with-first-arriving-strategic-plans/>

## Orange County VA Fire-Rescue (County)

Orange County VA Fire-Rescue came to First Arriving to create a comprehensive volunteer recruitment campaign for their county's five volunteer fire departments serving widely varying community demographics from deeply rural to sprawling suburban with rapid growth implications.

The project started with a recruitment clearinghouse website to build broad based awareness that volunteering opportunities exist in this central Virginia county nestled between Washington DC and Richmond VA. The website features First Arriving produced professional video and profiles for each of the county's five fire departments, connecting prospective candidates directly with the agency where they're located.





3719 N. 75th Street, Suite #110  
Scottsdale, AZ 85251  
480-320-3144  
[PDReducating.com](http://PDReducating.com)

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**20** EST. 2004 | **epic**  
**YEARS**

Epic Recruiting has been the nation's leading law enforcement recruiting agency for over 20 years. No other agency offers the same comprehensive range of services and solutions under one roof. Unlike firms that rely on outside contractors, Epic utilizes an in-house team for every stage of the recruiting process, ensuring seamless execution, quality control, and accountability.

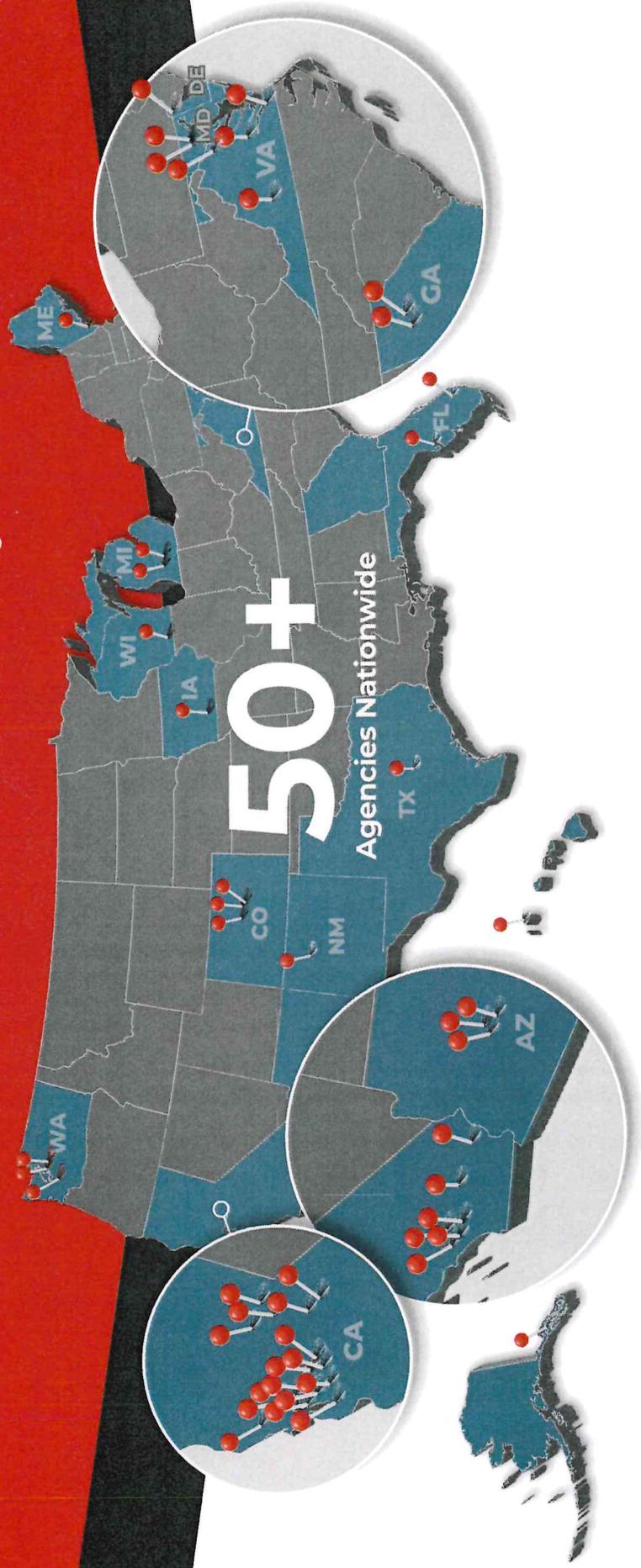
With a single point of contact across all services, clients benefit from unmatched responsiveness and efficiency. From brand strategy and creative development to content production, web solutions, and data-driven digital campaigns, Epic Recruiting delivers a fully integrated, results-driven approach. We are the one-stop solution for every department's recruiting needs.



# The Power of Experience:

Trusted by Agencies Nationwide

Epic Recruiting is the industry leader in law enforcement and public safety recruitment, trusted by over 50 agencies nationwide, including major metropolitan departments like Baltimore and Seattle, as well as state agencies like Iowa DPS, Washington State Patrol, and Virginia State Police. With proven strategies, deep insights, and unmatched expertise, partnering with Epic Recruiting means gaining a team that knows what works in modern recruiting.





## Experience Matters

The leadership at Epic Recruiting is distinguished by its deep expertise and visionary approach, driving the company's mission to transform law enforcement recruitment. This team of seasoned experts combines strategic insight with innovative solutions, fostering a culture of excellence and collaboration. Under their direction, Epic continues to deliver unmatched services and results, setting new benchmarks in the recruitment industry.



**Sam Blender CEO/27 + Years Experience**  
Sam Blender received his Bachelor of Fine Arts in classic film techniques from the Savannah College of Art and Design. In 2004, he co-founded Epic and has spent the last 19 years growing this dynamic agency into a creative powerhouse. Under Sam's leadership Epic will continue to be an industry leader, expanding its services while deftly reaching into new markets. This marriage of top flight creative with targeted digital recruiting is a perfect fit for public safety agencies as well as a personally rewarding way to work with the men and women of law enforcement.



**Alex Johnston cco/23 + Years Experience**  
Alex Johnston began his production career straight out of college. After receiving his degree from Northern Arizona University, Alex obtained a job as Promotions Producer for a CBS affiliate. After fine-tuning his writing, editing, and production skills, Alex co-founded Epic. At Epic, every day begins with a challenge, and ends with a creative solution. Above all, Alex enjoys the relationship he has with his clients, and discovering new and innovative ways to tell their stories.

## Everything Under 1 "Epic" roof

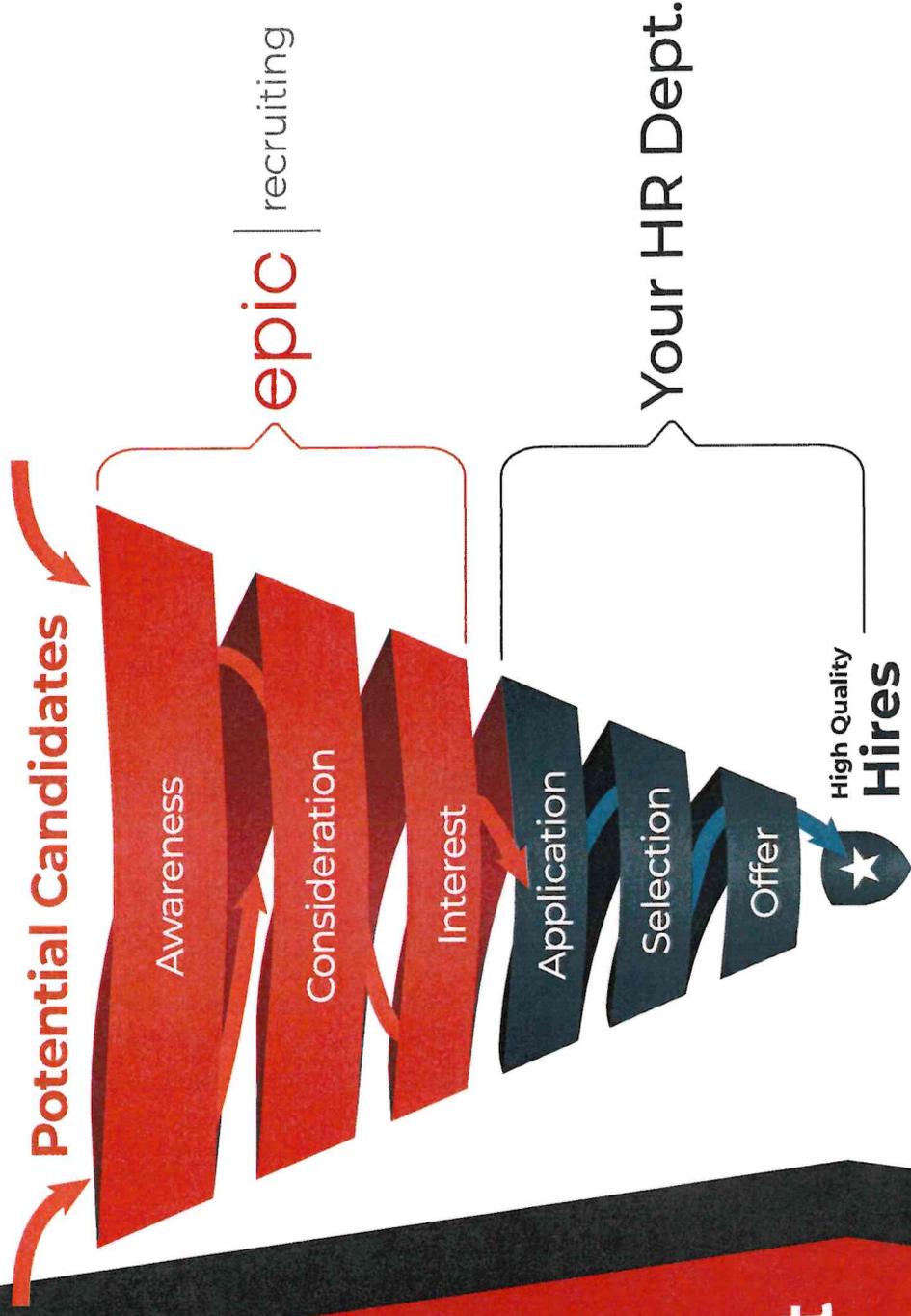


# Services

- Develop Department Recruitment Brand & Messaging
- Video Production
- Photography
- Recruiting Website Design
- Website Hosting & Administration
- Online Recruiting Strategy & Campaign Management
- Traditional Media Placement (Television, Radio, Billboard)
- Job Fair Booth Design & Fabrication
- Recruiting Brochure & Print Design



What We Do:  
**Recruitment  
Marketing**





How We Do It:

# STEPS

To Successful Recruiting

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# 4 STEPS

To Successful Recruiting

## Research Data



## Recruiting Website

## Creating Content

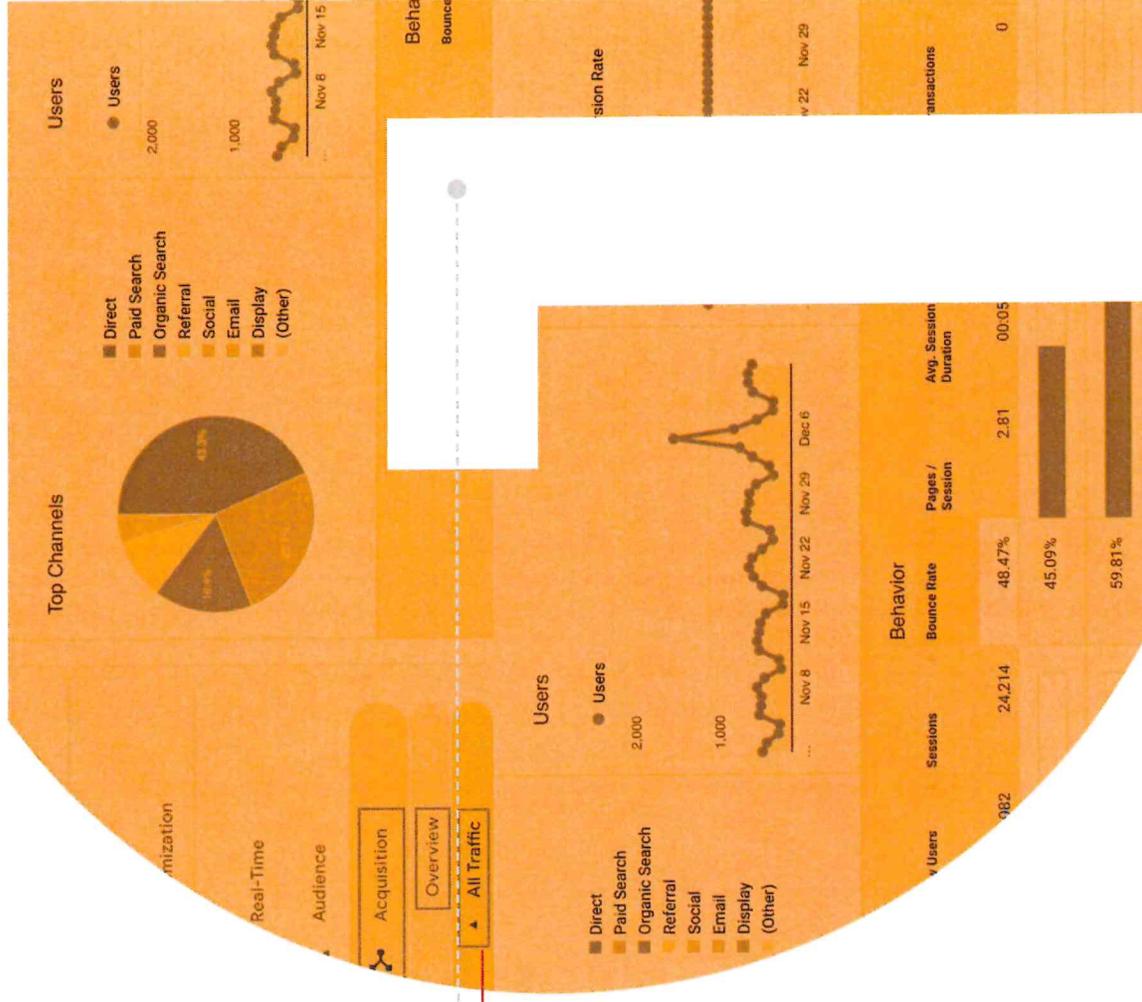
## Online Recruiting & Candidate Management

# STEP 1

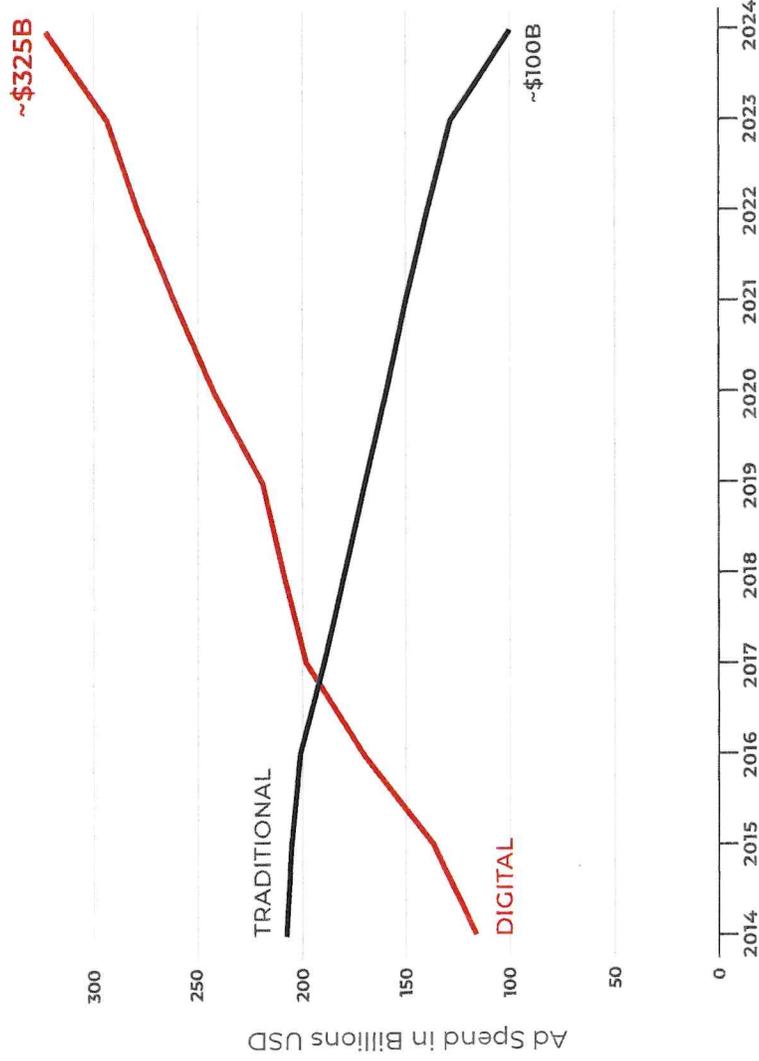
## To Successful Recruiting

# Research Data

- Conduct Interviews with Internal Team Members and Surrounding Community
- Understand Traditional versus Digital Advertising Channels
- Analyze Job Seeker Stats and Market Research
- Leverage Epic's Research Database to Identify Outreach Opportunities



# Share of U.S. Ad spending 2014-2024



## Traditional Advertising

Marketing methods that use offline media channels to reach consumers. This includes formats like television, radio, print (newspapers and magazines), direct mail, and outdoor advertising (billboards, transit ads).

- Limited Targeting
- Lower Measurability
- Higher Costs
- Less Flexibility
- Reduced Engagement

VS

## Digital Advertising

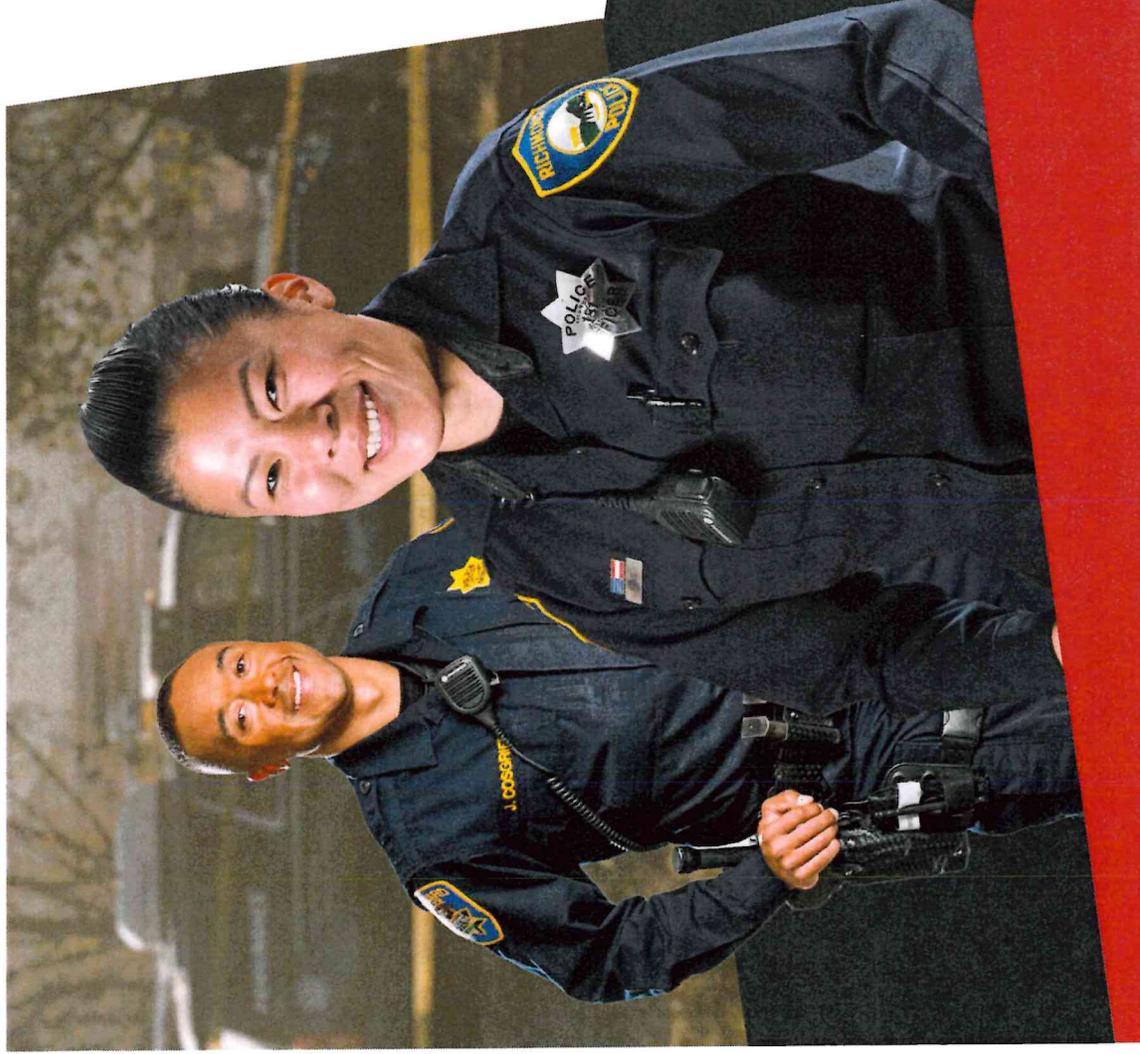
The use of internet-based platforms to promote products, services, or brands to targeted audiences. It includes formats like search engine ads (e.g., Google Ads), social media ads (e.g., Facebook, Instagram, TikTok), display banners, video ads (e.g., YouTube, Streaming), email marketing, and mobile ads.

- Precise Targeting
- Measurable Results
- Cost Efficiency
- Flexibility & Speed
- High Engagement
- Broader Reach
- Better Conversion

# Discovery Day

A critical part of the research and discovery phase is understanding what makes your department unique. Every law enforcement agency has a their own story to tell and we take the time to paint that picture of your brand. The most effective way to conduct this research is by interviewing new recruits within your department as well as department leadership. Hearing from those within the department allows us to develop a marketing strategy based on anecdotal experiences.

- Branding/Creative Session
- Interviews
- Surveys
- Location Scout
- Ride Alongs



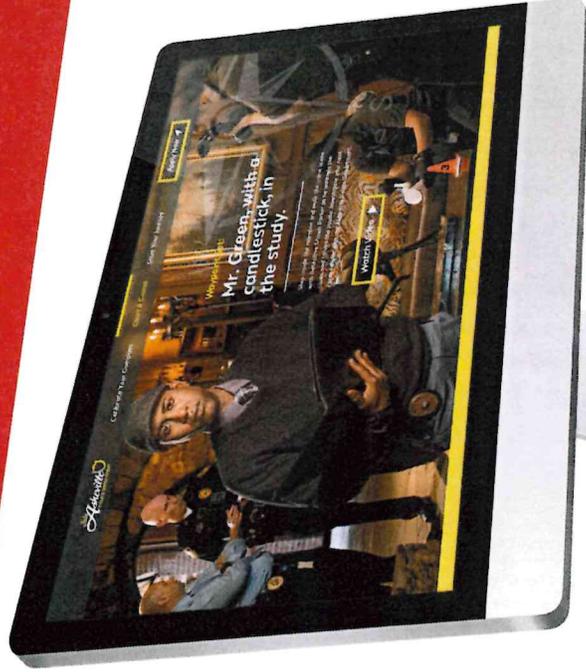
## Creating Content

- Showcasing the Departments' Brand & Messaging While Tracking & Retargeting Visitors
- Designed to Produce High Conversion Rates
- Provides Key Analytical Data to Direct Monthly Recruiting Campaign



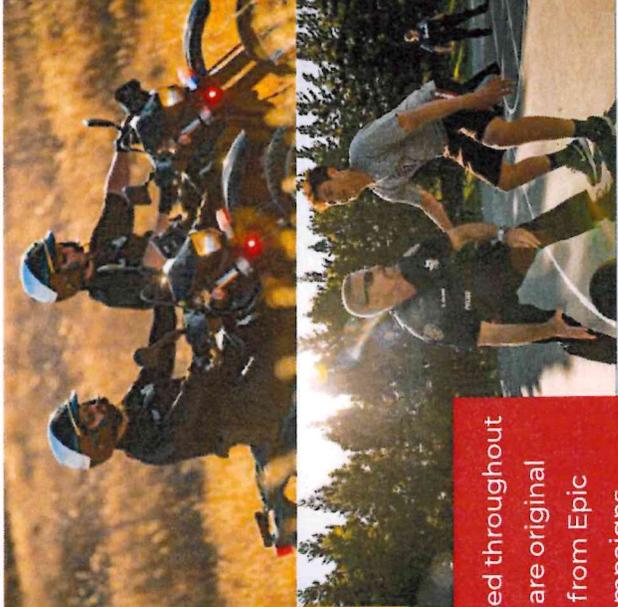
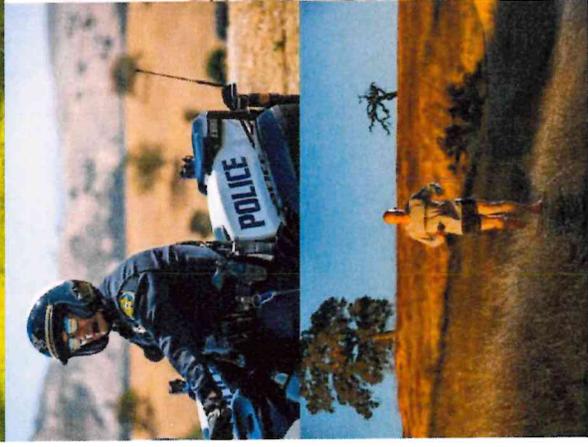
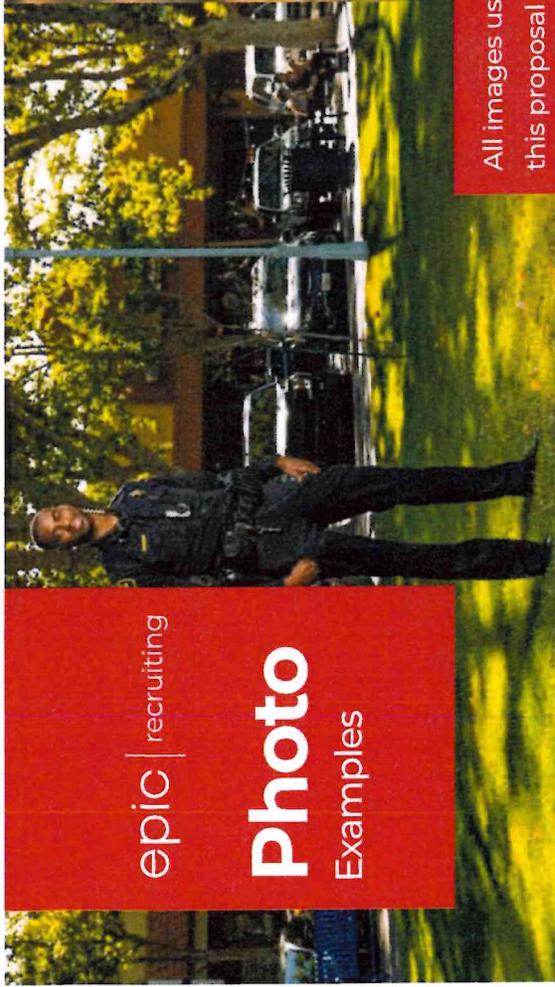
# CONTENT THAT DEMANDS ATTENTION

Epic Recruiting specializes in creating captivating videos that highlight your department's unique culture, values, career opportunities, and community involvement. Our expert team knows how to craft compelling narratives that resonate with potential candidates, showcasing why your department is the ideal place to build a fulfilling career. With our proven track record, we ensure your recruitment message reaches a wide audience, effectively drawing in qualified and passionate individuals ready to serve. Let Epic Recruiting help you stand out and connect with the future of law enforcement.

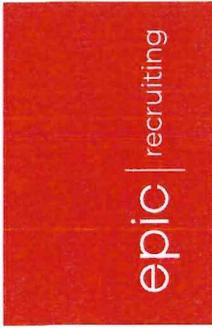


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# Photo Examples



All images used throughout  
this proposal are original  
photographs from Epic  
Recruiting campaigns.



**Example:**  
**Mesa Police Department**

**Deliverables:**

- Promotional Videos
- Promotional Photography
- Recruiting Website
- Booth & Stand Up



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**Example:**  
**Montgomery  
County  
Police**

**Deliverables:**

- Promotional Videos
- Promotional Photography
- Recruiting Website
- Booth & Stand Up





**Example:**  
**Bernalillo County Sheriff's Office**

**Deliverables:**

- Promotional Videos
- Promotional Photography
- Recruiting Website





**Example:**  
**Virginia State Police**

- Deliverables:**
- Promotional Videos
  - Promotional Photography
  - Recruiting Website
  - Recruiting Event Material: Tents, Banners, Brochures, Business Cards, Hop-Ups & Vehicle Decals



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## Example: Baltimore Police Department

### Deliverables:

- Promotional Videos
- Promotional Photography
- Recruiting Website
- Recruiting Event Material: Tents, Banners, Brochures, Business Cards, Hop-Ups, Hiring Packet, Flyer, Post Card, Poster & Merchandise



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# Video Examples

To see all of our recruiting videos, click the button below to be taken to our website, or visit us at <https://pdrecruiting.com/police-recruiting-services/production/>.

Click To View



## Recruiting Website

- Showcasing the Departments' Brand & Messaging While Tracking & Retargeting Visitors
- Designed to Produce High Conversion Rates
- Provides Key Analytical Data to Direct Monthly Recruiting Campaign



# Your recruiting website

Keep it simple, stupid.



1.

Share your Department's brand. What kind of Dept are you? Who are you looking to hire? What kind of person? Why should I work for you? All of these can be addressed with your videos, photos, and text on the site.

2.

Allow users to apply or contact a recruiter in 1 or 2 clicks. "Apply Now" or "Contact a Recruiter" buttons should be all over the site and when possible use an active, inverted color to the site itself. Remember keep it simple.

3.

Analytics. Tracking and retargeting visitors to the website. The cornerstone of online advertising is following people around online and targeting them based on past behavior. Your site must be optimized to collect this data.

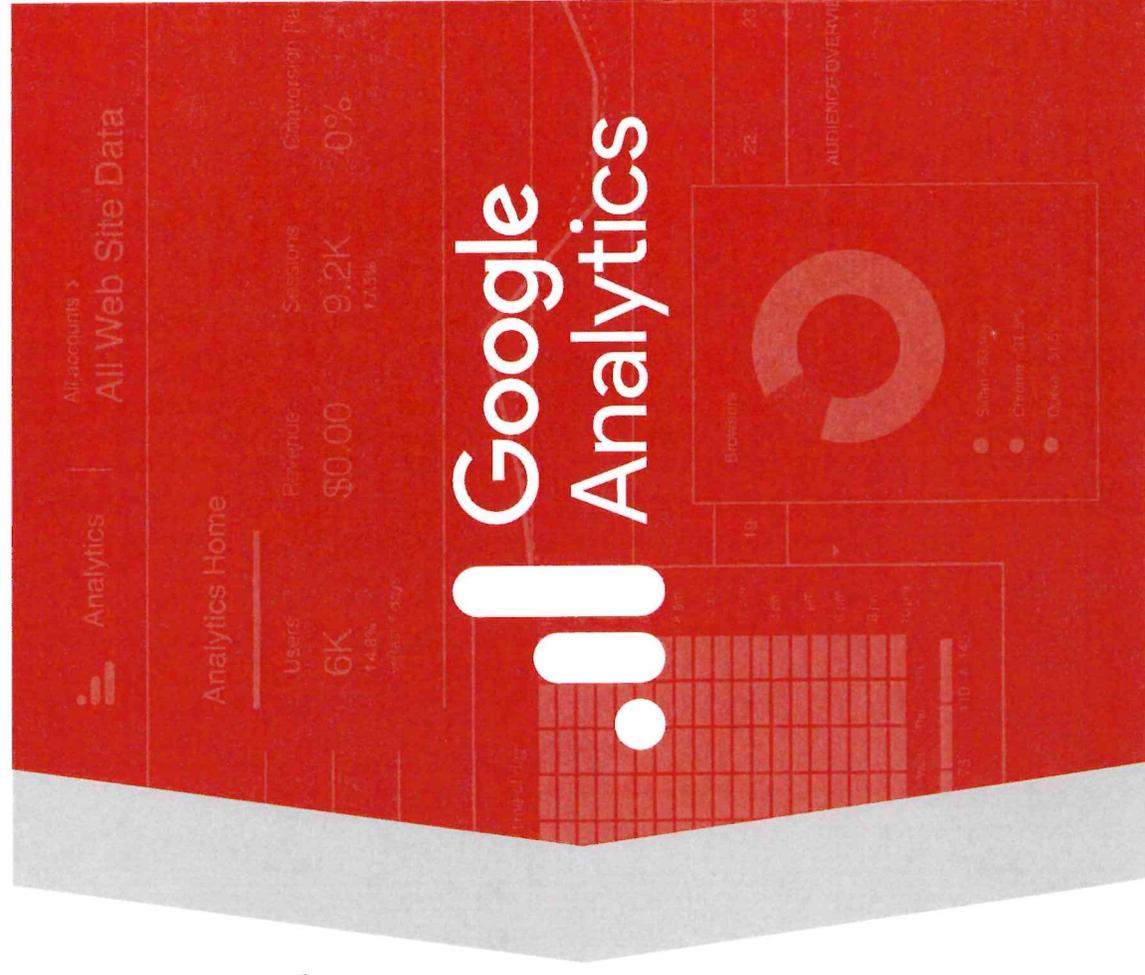
# Key to any digital marketing strategy is...

## How we use it:

- Establish KPIs and benchmarks to track performance.
- Data-driven decision-making to optimize ROI.
- Improved understanding of customer behavior and preferences.
- Enhanced ability to measure campaign success and adapt strategies in real-time.

## Metrics for success:

- Increase in conversion rates, lead generation, or sales.
- Improved customer retention rates.
- Enhanced website traffic quality (e.g., lower bounce rates, higher time on site).
- Marketing campaign ROI.



How do they find my site?



## What is SEO?

Search Engine Optimization (SEO) is the process of optimizing a website to improve its visibility on search engine results pages (SERPs). By ensuring your content aligns with search engine algorithms and user intent, SEO drives organic traffic to your website, which is both cost-effective and sustainable over the long term.

## Why it matters:



### Increased Visibility:

With billions of searches conducted daily, SEO helps your website rank higher for relevant queries, making it easier for potential recruits to find you.



### Traffic Quality:

SEO attracts highly targeted traffic by connecting users actively seeking products, services, or information you offer.



### Credibility & Trust:

High-ranking websites are often perceived as more trustworthy by users, building authority in your industry.



### Cost-Effectiveness:

Unlike paid advertising, organic traffic driven by SEO has no ongoing costs per click, offering long-term ROI.

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# Search Relevant Content

Fill your site with content that matches  
Google searches so your site is more  
often served up to users.

How do you become a police officer? **Q**

## The Search Result



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# Website Examples

To see all of our recruiting websites, click the button below to be taken to our website, or visit us at <https://pdrecruiting.com/police-recruiting-services/recruiting-website>

Click To View



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## STEP 4

To Successful  
Recruiting

# Online Recruiting & Candidate Management

- Strategic Online Recruiting  
Campaign Targeting Laterals &  
New Recruits
- Google, Instagram, Facebook,  
Twitter, YouTube
- Let us Prescreen Prospects for  
you.



# 7+ MILLION

Police job searches being conducted in the U.S. each month.

**368 K**  
West

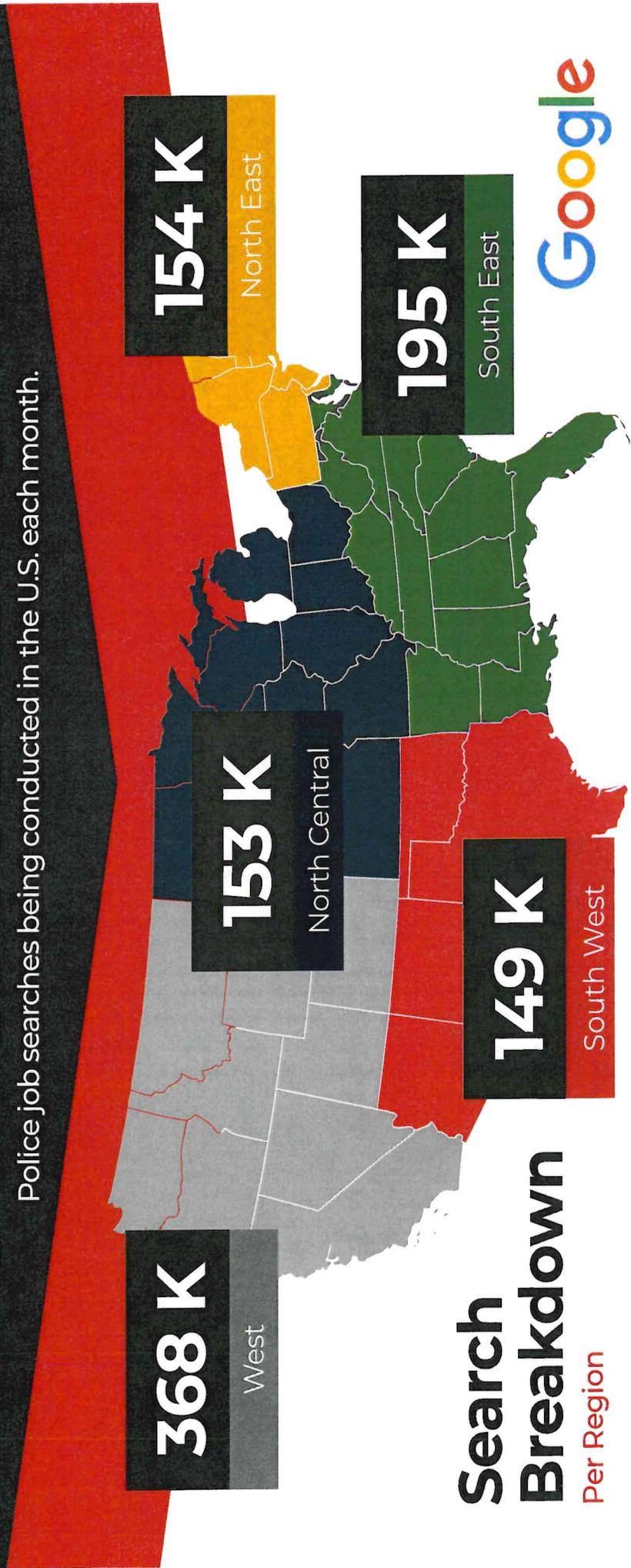
**153 K**  
North Central

**154 K**  
North East

**195 K**  
South East

**149 K**  
South West

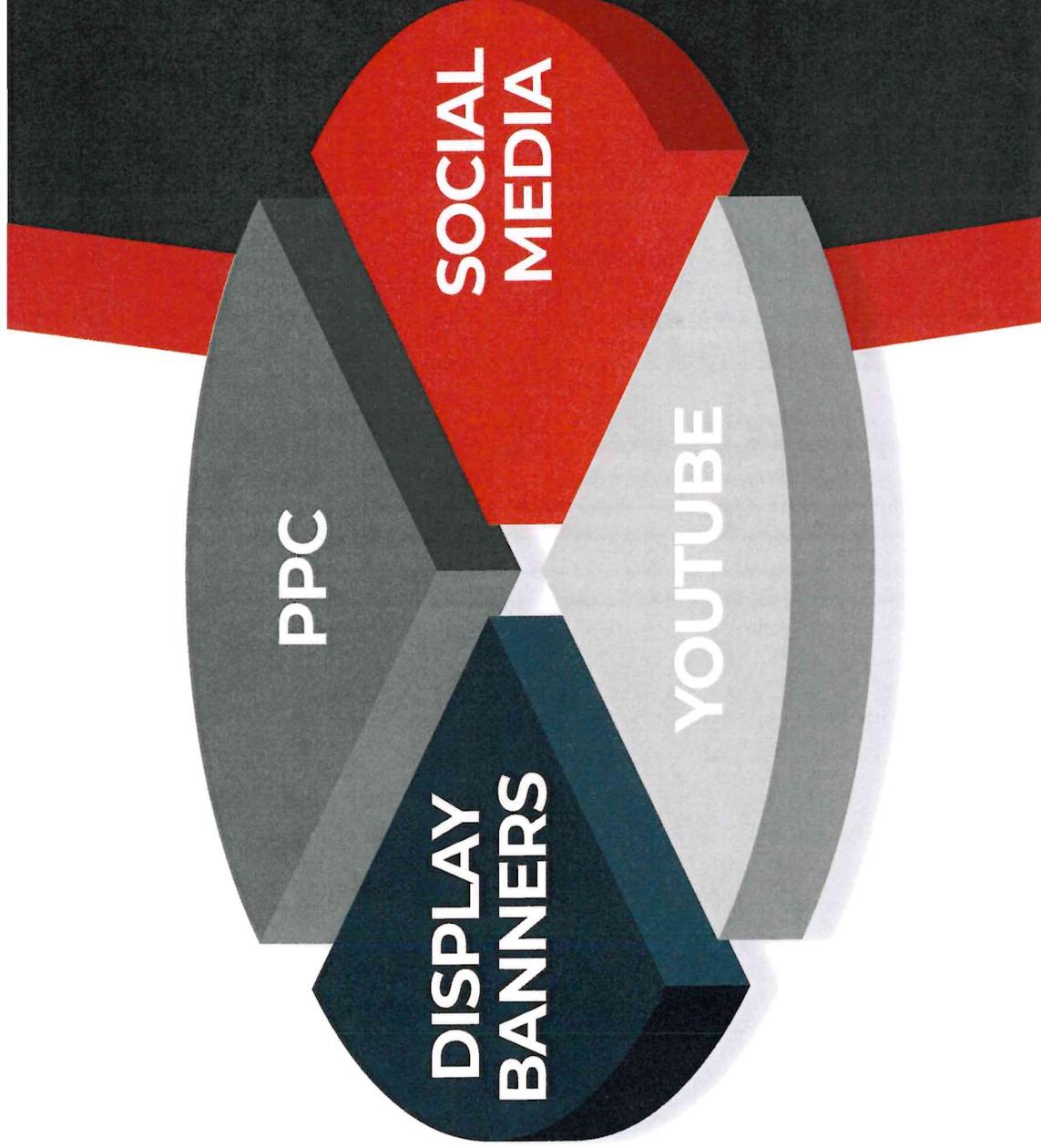
**Search  
Breakdown**  
Per Region



# Strategizing An OmniChannel

## Online Recruiting Campaign

OmniChannel experience is a multi-channel approach to marketing, selling, and serving customers in a way that creates an integrated and cohesive customer experience no matter how or where a customer reaches out.



# Creating Recruiting Specific Social Media Channels

## Social Media Channels

- Stay Consistent with Branding
- Build an Audience of Potential Recruits
- Post Only Recruiting News  
*Not Just Local Community News Updates*
- Platform to Advertise On



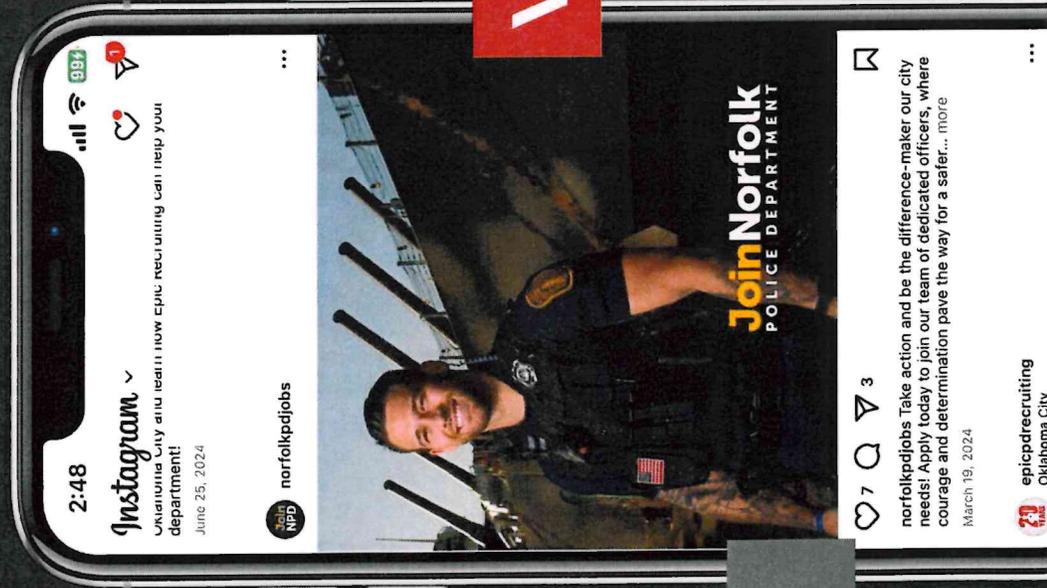
epic | recruiting

# Example: Social Media

# Organic



# VS



# Paid

epicdrecruiting  
Oklahoma City

epic | recruiting

Example:

# Display Banners

Integrating display banners into your marketing plan amplifies your reach and visibility, helping you engage audiences at various stages of the customer journey—from awareness to conversion. With strategic targeting, creative design, and data-driven optimizations, display banners can drive meaningful results and support your business goals.



Display network consists of over

**2.5 MILLION WEBSITES**

reaching over 90% of the Internet.

## Why they work:

- Audience Targeting: Based on demographics, interests, behaviors, or past interactions with your site.
- Placement Targeting: Appearing on websites or apps relevant to your industry or audience.



## Increased Traffic:

Drive more visitors to your website or landing pages.



## Enhanced Engagement:

Interactive banners can encourage clicks, shares, and conversions.



## Measurable Results:

Track impressions, clicks, and conversions to assess performance and ROI.



# epic | MAX



Promote your department and available positions through a single, streamlined campaign that spans all of Google's advertising platforms—**YouTube**,

**Display**, **Search**, **Gmail**, and **Discover**.

Attract diverse talent and enhance your recruitment strategy, with Epic Max.

# MAXIMIZE

REACH WITH AI-DRIVEN OPTIMIZATION



epic | **MAX**



**APPLY NOW** >



### MEASURE COST PER CONVERSION

Track costs associated with apply button clicks and lead form submissions for new departments.



### See Traffic

Implement Google Tag Manager and Google Analytics conversion tracking to better understand the website traffic/conversion metrics.



### Track Costs

Monitor performance data to determine the average cost per conversion across multiple departments.



### Analyze Results

Evaluate data to identify trends and refine recruiting strategies.

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## Example: YouTube Ads

YouTube ads are a powerful component of any paid media strategy, offering unparalleled reach and engagement. As the second-largest search engine and a hub for video content, YouTube allows brands to connect with diverse audiences through highly targeted, visually compelling ads. Its advanced targeting capabilities, including demographics, interests, and behavior, ensure your message reaches the right people at the right time. Additionally, YouTube ads drive brand awareness, increase conversions, and complement other paid media efforts, making it a key player in achieving measurable marketing success.

Epic ads consistently get watched  
**3X Longer**  
than the national average.



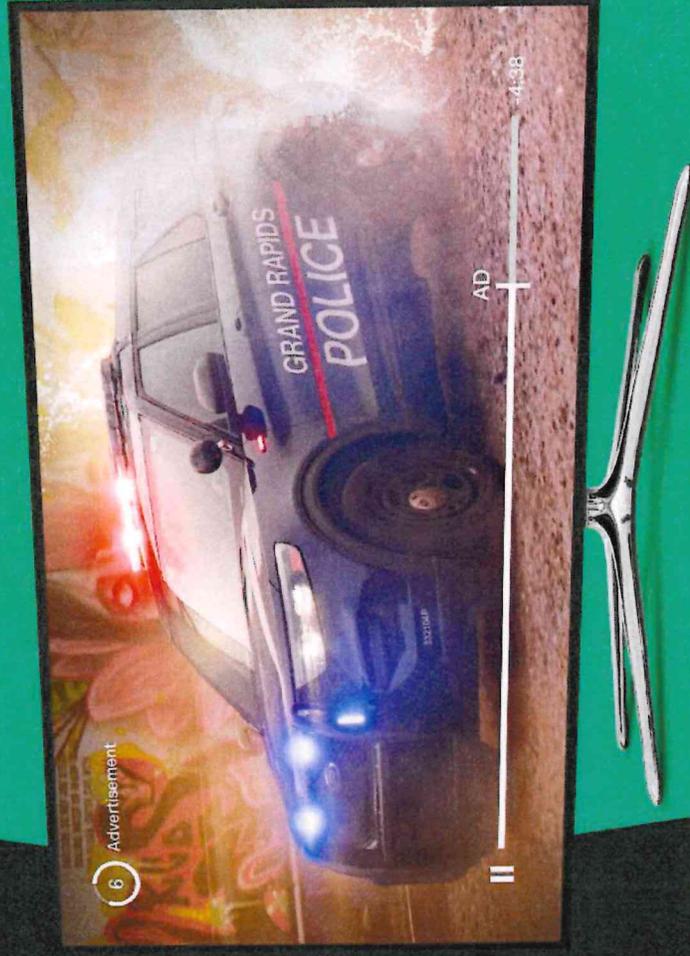
**80%**  
of 18-49 year-olds  
watch YouTube  
monthly.

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## Yes, your department can be on TV!

- Hulu advertising uses the videos we've already created.
- Hulu lets you reach audiences by location, interest, program genre, and more.
- Hulu's ad algorithm is 150% more effective than regular TV ads at developing recall and 24% better at creating viewer purchasing intent.
- Hulu ads are 200% more effective in creating top-of-mind awareness when compared to other ad formats.
- 112 million monthly users in the U.S.
- 64% of viewers are cordless (no live tv).
- 90% of all subscriptions are the ad-supported tier.

# hulu



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Example:

**PPC**

**Pay-Per-Click**

Integrating PPC into your strategy delivers immediate, measurable results that align with your business goals. PPC offers unparalleled precision and agility to adapt to changing market dynamics with targeted reach, cost control and data driven insights.



### Enhanced Lead Generation:

Drive qualified leads ready to take action.

### Improved ROI:

PPC campaigns can be optimized continuously for better returns.

### Brand Awareness:

Appear at key moments in the customer journey, even if the user doesn't click immediately.

### Retargeting Opportunities:

Re-engage users who've interacted with your site or ads before.

### Flexible Goals:

Align campaigns with specific objectives, from website traffic to e-commerce sales or app downloads.

# Track, Update & Repeat

## Reporting

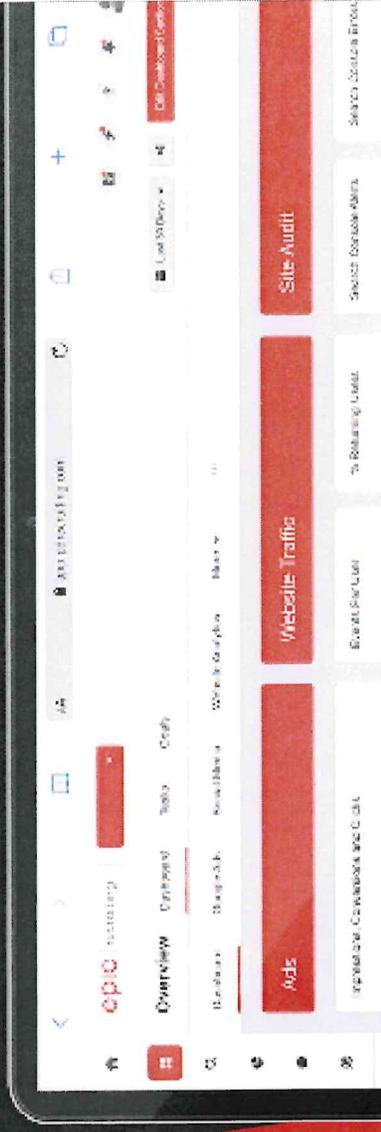
- Strategic Online Recruiting Campaign
- Monthly Goals & Tracking
- Social Media Recruiting Posts & Engagement
- Monthly Social Media Calendars
- Advertisements on Google, YouTube, Facebook, & Instagram
- Targeted Audiences Directed to Recruiting Website
- SEO Implementation & Management
- Constant Adjustments Based on Analytical Data
- Monthly Performance Reports



- Website traffic overview (users, sessions, pageviews, session duration)
- traffic sources (channel breakdown, top referrers, campaign performance)
- Audience insights (demographics, new vs. returning visitors)
- Conversion & Goals (goal completion, event tracking, conversions)



- FB and IG Account metrics (page reach, engagement, growth)
- Ad Campaign Metrics (reach and impressions, clicks and CTR, conversions, cost metrics and frequency)
- Audience insight (demographics and targeting)



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# Epic HQ App

## Stats on Demand

- Immediate access to live campaigns and goal specific results.
- Real-time analytics/reports for 65+ platforms including Facebook, Instagram, LinkedIn, Twitter, YouTube, and Google Ads.
- Access to secure storage of all recruiting content including photos, videos, and print media.
- Document management for your recruiting initiatives and directives including creative briefs, brand standards, and production schedules.
- Direct access to Epic support personnel in creative, website, advertising, and social media departments.



epic | recruiting

# Epic Recruiter

Let Epic handle the the initial conversations with prospects and deliver a list of pre-qualified, ranked leads to your inbox.

## Candidate Experience

Ensure the candidate experience is nothing short of exceptional. Epic will make the prospect feel valued from the very first contact.

## Pipeline

Epic will build a perpetual pipeline of quality applicants you can tap into for future positions.

## Pre-qualify

Stop wasting time with weak leads. Epic will pre-qualify and rank prospects, before they land in your inbox.

## Prospect Tracking and Screening Services

### Manage Candidates

Epic will manage the prospects status prior to application, keeping a record of all communications.

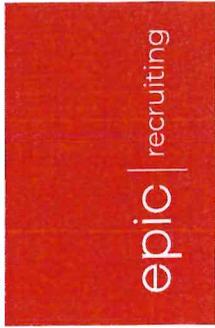
### Reporting

Weekly reports will tell your recruiters who to reach out to first, prioritizing the best leads.

### Force Multiplier

We tackle the busy work, freeing your recruiters to do what they do best, recruit!





# Virginia State Police

## Application Growth:

One month snapshot (May 2025): 200 applicants. Largest Application Month Since 2020.

**20%** Above Benchmark

**36%** Increase

## Performance Over Time:

Since launching with Epic in September 2024, they've seen a 67% increase in applications and a 104% increase in brand interactions.

**67%** Increase in Applications

**104%** Increase in Brand Interactions

# WAVES

DOES IT WORK?

# Sonoma County Sheriff

joinsonomasheriff.com

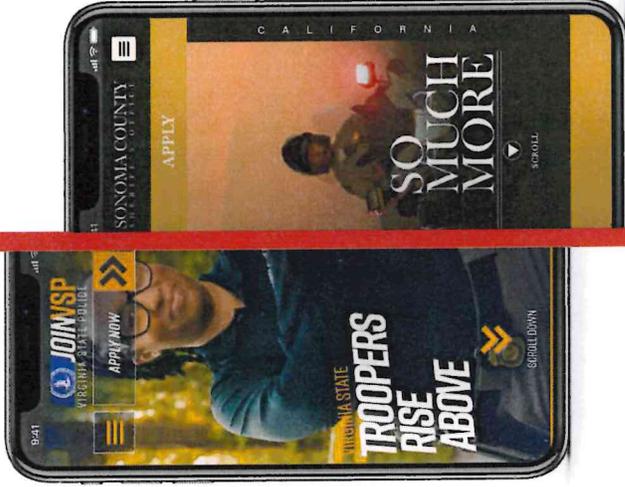
## Conversion Rate Improvement:

Enhanced targeting and effectiveness of Epic digital marketing strategies.

**25.64%** Before Epic



**46.94%** After Epic





joinmesapd.com

# Mesa Police Department

## Test Attendance:

27%

in 2022 Before Epic

64%

in 2024 With Epic

## Pass Rates:

69%

in 2022 Before Epic

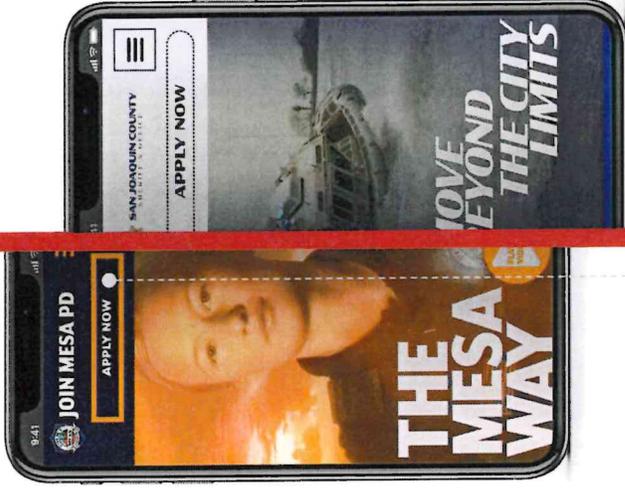
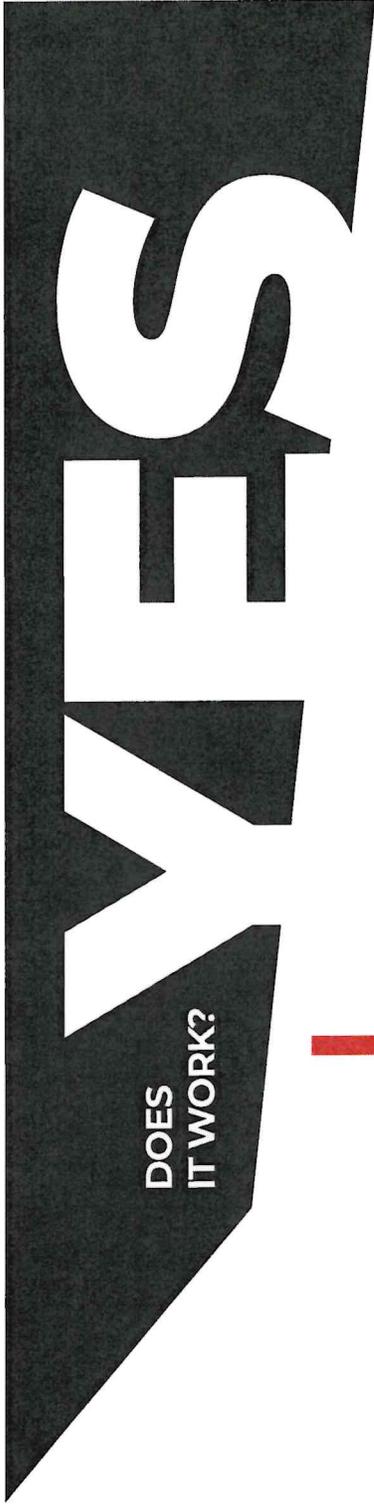
83%

in 2024 With Epic

Website Engagement Snapshot:

151

Leads Generated in 1 week



joinsanjoaquincounty.com

# San Joaquin County Sheriff's Office

## Conversion Rate Improvement:

Enhanced targeting and effectiveness of Epic digital marketing strategies.

22.5%

2024- After Epic

5.64%

2023 Before Epic



joinfcpd.com

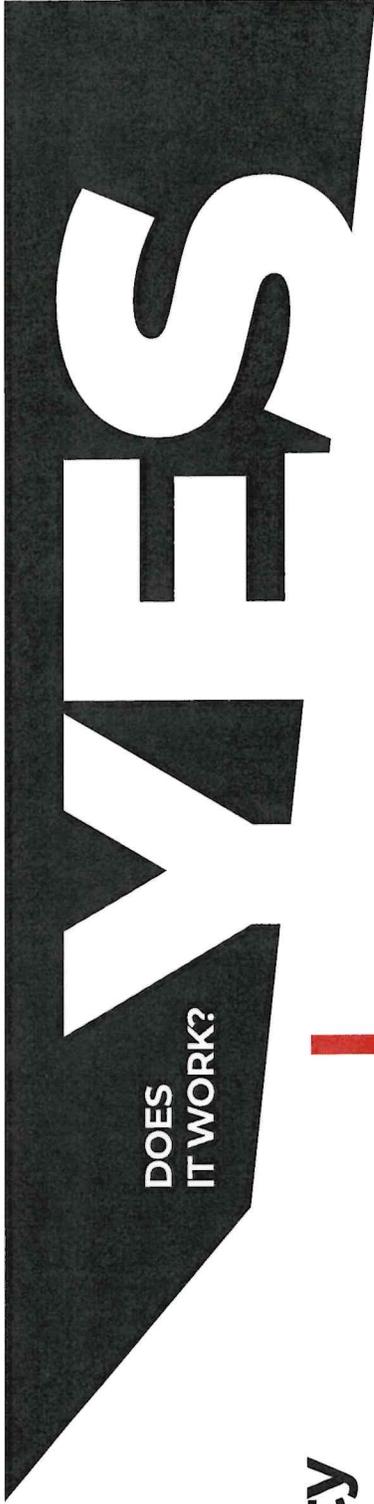
# Fairfax County Police Department

2023 - 2024 Year Over Year Growth:

**12.4%**  
Increase in Qualified Applicants

**33%**  
Increase in Applications

**53%**  
Increase in Hires



npdjobs.com

# Norfolk Police Department

**Meta Campaign One Month Snapshot:  
Over 123k Impressions**

To reach younger applicants, Epic ran a Meta Campaign to build awareness. Within 1 month organic visitors from social media grew from 2.99% to 24.69% with over 123k impressions.

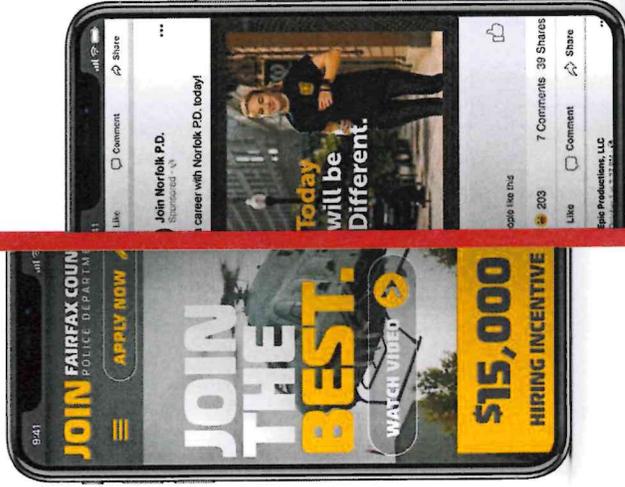
After Campaign

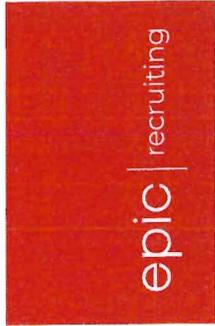
**24.69%**

of Website Visitors  
from Organic Social

Before Campaign  
**2.99%**

of Website Visitors  
from Organic Social





dpscareers.com

# Iowa Department of Public Safety

2023 - 2024 Year Over Year Growth:



**53%**  
Increase in Hires



**67.35%**  
Increase in Qualified Applicants



**18.7m**  
Impressions

# WAVES

DOES IT WORK?



# epic | Timeline

12 Weeks To Launch

Steps:

**1** Research Data



**Launch Call**  
Video Call With Epic Team



**Discovery**  
Epic Meets With Department



**Creative**  
Concept & Development

**2** Content Creation



**Pre-production**  
Schedule Shoot Locations & Talent



**Production**  
Epic On Location Filming

**3** Recruiting Website



**Edit Videos**  
Review & Approve Recruitment Videos



**Develop Website**  
Develop Brand & Recruiting Website

**4** Digital Marketing & CRM



**Campaign**  
Digital Advertising



**Social Media**  
Management Of Social Accounts



**Prospect Screening**  
Epic Recruiter

Weeks 1-4

Weeks 5-8

Weeks 9-12

Launch

# Recruiting Services Pricing

## [Phase 1] Build The Brand

### Brand Development Research/Strategy

- Discovery Day: Meet with leadership to discuss recruiting mission and goals
- Research Market Trends
- Build Strategic Recruiting Plan/Epic Playbook
- Create Department brand and messaging
- Develop Call To Action/Tag Line
- Design Color Palette
- Present Recruiting Brand Concept

### Video/Photography

- (2) Days on location video/photo production
- (1) 60 Second Recruitment Video
- (4) 30 Second Recruitment Videos
- (6) 15 Second Social Media Recruitment Videos (Vertical)
- Dept Wide Photography
- Dept Owns all Content

**\$175,000**

One Time Cost

## [Phase 2] Design The Platform

### Recruitment Website

- Design & Build Recruitment Website
- 2 Years Hosting on Secure, Optimized Servers
- 2 Years Technical Support to Facilitate Content Changes
- Dept owns website

**\$50,000**

One Time Cost

## [Phase 3] Promote The Department

### Online Recruiting & Social Media Management

- Select geographic target locations/opportunities for optimal campaign exposure
- Google, YouTube Advertising, Streaming, Social Media Advertising
- Social Media Services(Facebook, X/Twitter, Instagram, LinkedIn, etc)
- Track/Re-target Visitors to the Recruiting Website
- Analyze Data & Provide Monthly Performance Reports
- Epic HQ App

Social Media (8 Posts static/reels) per Month/Admin: **\$22,500/Year**

Media Spend: **\$52,500/Year\***

\*Recommended Media Budget

# Prospect Management Pricing

## Epic Recruiter

Prospect Tracking and Screening Services

- Epic Will Capture Prospect Leads
- We Will Pre-Screen and Score Candidates
- Provide Direct Candidate Engagement
- Re-Engage Prospects That Never Complete Application (Drop-offs)
- Epic Will Provide Weekly Ranked Prospect Reports



1 - 24 Sworn

**\$50,000**

Per Year

25 - 99 Sworn

**\$75,000**

Per Year

100 - 499 Sworn

**\$150,000**

Per Year

500+ Sworn

**\$200,000**

Per Year

# Epic X-tras

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## [Event] Job Fair Tent

### Design/Print/Ship

- (1) 10'x20' tent
- (1) Back Wall
- (1) Half Wall (same on both sides)

**\$6,500**

## [Event] Job Fair Booth

### Design/Print/Ship

- (2) 7ft Pull Up Retractable Banners
- (1) 8'x8' Hop-up, up booth background
- (1) 6', 3-Sided Table Throw
- (1000) Trifold Brochure

**\$13,500**

# epic | References

## Capt. Chad McMasters

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## Capt. Alfredo Cadiz-Burgos

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## Lt. John P. Barricklow

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## Cdr. Patrick Beumler

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- (480) 948-7418

# epic | Testimonials

"Working with Epic Recruiting was an outstanding experience. Their team truly understands law enforcement and helped us tell our story in a way that connects with the right candidates by capturing our department's values and our community's unique appeal. We've seen a noticeable increase in both interest and the quality of applicants."

**-Chief VanderWiel, Sonora Police Department (14 Sworn)**

"We enlisted the services of Epic to enhance our online and social media presence with high-quality production, to be more professional and intentional with how we target our potential candidates. Moving to a dedicated recruitment website and social media channels and then funneling all our recruitment efforts through those portals. The quality of candidates has increased quite a bit, allowing us to make several hires."

**-Commander Beumler, Paradise Valley Police Department (33 Sworn)**

"Police recruiting is hard. After years of trying to do it ourselves, we chose to put our faith in the professionals at Epic. The quality of the visual media, website, and digital marketing has far surpassed any expectation I had. Just as important, the team of professionals at Epic are incredibly creative, responsive, and dedicated to making sure our media, website, and marketing campaign continue to showcase why Juneau PD is such an attractive place to work."

**-Commander Wesk, Juneau Police Department (57 Sworn)**

"Without question, Epic has been the most effective law enforcement contract vendor we have ever partnered with at the Sonoma County Sheriff's Office. Epic has produced an amazing recruiting website as well as an outstanding social media recruiting platform for our Office. Everything the Epic team provide is conducted with the highest amount of professionalism, knowledge, reliability and performance."

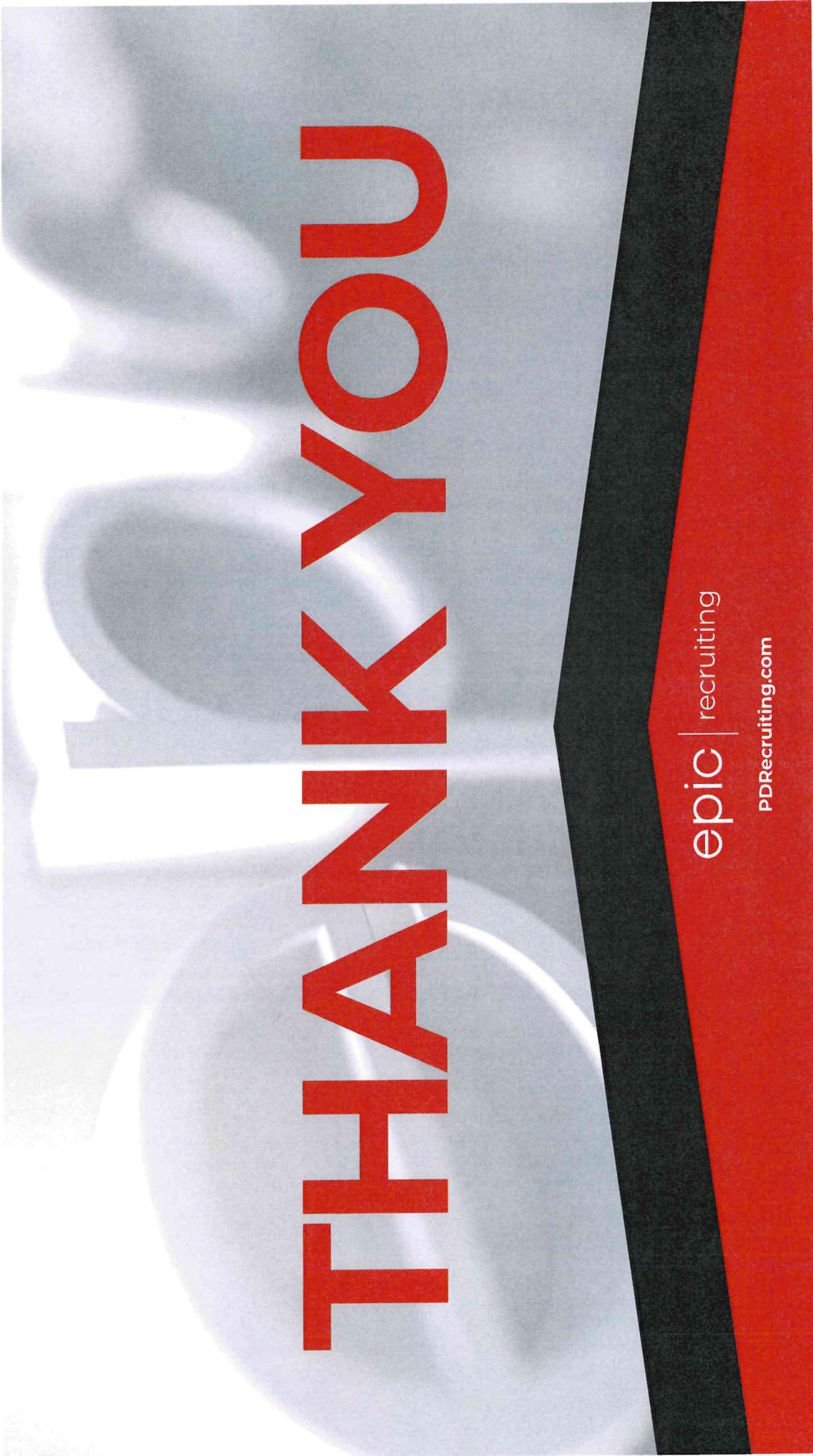
**-Assistant Sheriff McMasters, Sonoma County Sheriff's Office (140 Sworn)**

"Epic Recruiting was an outstanding company to work with. Everyone that we interacted with was very personable and easy to get along with and they were all clearly passionate about making sure we got everything we wanted out of their services. They stayed in constant communication with us throughout the whole process and they did a great job of responding quickly and diligently to any questions or requests that we had. What Epic gave us has been crucial in jump starting our recruiting process."

**-Sgt. Castonguay, Portland Police Department (158 Sworn)**

"Working with Epic has been nothing short of exceptional. From the initial consultation to the final campaign roll out, their team has demonstrated creativity, strategic insight, and a deep understanding of our brand and goals. What sets them apart is their ability to blend data-driven decisions with compelling storytelling, delivering campaigns that not only look great but perform exceptionally well. Their communication is seamless, deadlines are always met, and results are consistently impressive. We have seen a significant boost in engagement, brand visibility, and ROI since partnering with them. It has been a pleasure working with Epic."

**-Officer Rose, Stockton Police Department (485 Sworn)**



# THANK YOU

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[PDRrecruiting.com](http://PDRrecruiting.com)