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City Of Milwaukee Purchasing Division

Police Recruitment Branding, Marketing, Recruitment
Audit/Review, Strategy, And Content Creation



SAFEGUARD RECRUITING

1953 S 1100 E PO Box 521966
Salt Lake City, Utah 84152

***REAL CANDIDATES,
REAL RESULTS***



2.

Executive Summary & Methodology

SAFEGUARD Recruiting is the only company operated by former law enforcement professionals with over 80 years of combined law enforcement experience consisting of personnel that recruited, managed, and branded departments from within an agency and now from a client base. Founded in 2021, we have conducted over 400 successful recruiting campaigns using a philosophy and approach that has enabled our clients to overcome past frustrations with a marketing only centric approach. We are a recruiting company that identifies and brings interested candidates to our clients, and we utilize marketing and constant communication to nurture those clients to the application and beyond.



Our clients range from needing a few hires to hundreds and our proven philosophy has been successful throughout the country. Our methodology is unique and unmatched in the industry. The Philadelphia Police Department is just one agency that spent millions on a marketing centric campaign only to find that it had a negative result in their recruiting. Our consultation and recruiting campaign netted them thousands of candidates the first year and they surpassed their recruiting goals. We encourage you to [view their important message](#) to what it takes to successfully recruit.

Unlike marketing companies that promise impressions and views, we promise candidates and applicants. If the Milwaukee Police Department desires 200 additional hires each year, they must align their strategy with people and not impressions.

Success involves the proper balance, involving a recruiting first approach, combined with our knowledge of law enforcement, our customized software, and automatic nurturing techniques. This is why our clients have seen tremendous success following a failed and expensive effort with marketing companies. SAFEGUARD Recruiting provides candidates and applicants to clients and our success is unmatched in the industry.



3.

Executive Summary & Methodology

SAFEGUARD Recruiting is uniquely qualified to increase the volume of police applicants for the Milwaukee Police Department and to ensure full staffing with this proposal. The law enforcement background of our staff including our success with clients across law enforcement has given us the data, processes, and techniques that work, and this is why we are the only recruiting firm for law enforcement that can project, with a high level of accuracy, what the exact cost will be for an organization to become fully staffed. While marketing companies discuss impressions and advertising buys, as a recruiting company we guarantee highly qualified candidates and hires.

This proposal will produce approximately 5000 applications which will result in approximately 200 highly qualified hires for the Milwaukee Police Department. Adhering to our proven methodology, this will be accomplished by a synergistic approach detailed below:

Data Driven Campaign

SAFEGUARD Recruiting creates success with future clients based on the success we have had with past clients. To hire 200 highly qualified personnel, agencies need to understand how many interested candidates are needed from the campaign. Utilizing our processes and techniques, the Milwaukee Police Department can expect to convert 25% to 30% of the interested candidates to applications. While we typically see a conversion rate as high as 10% from applications to hire, to guarantee the most qualified applicants, we will be pricing a conversion rate of 4%.

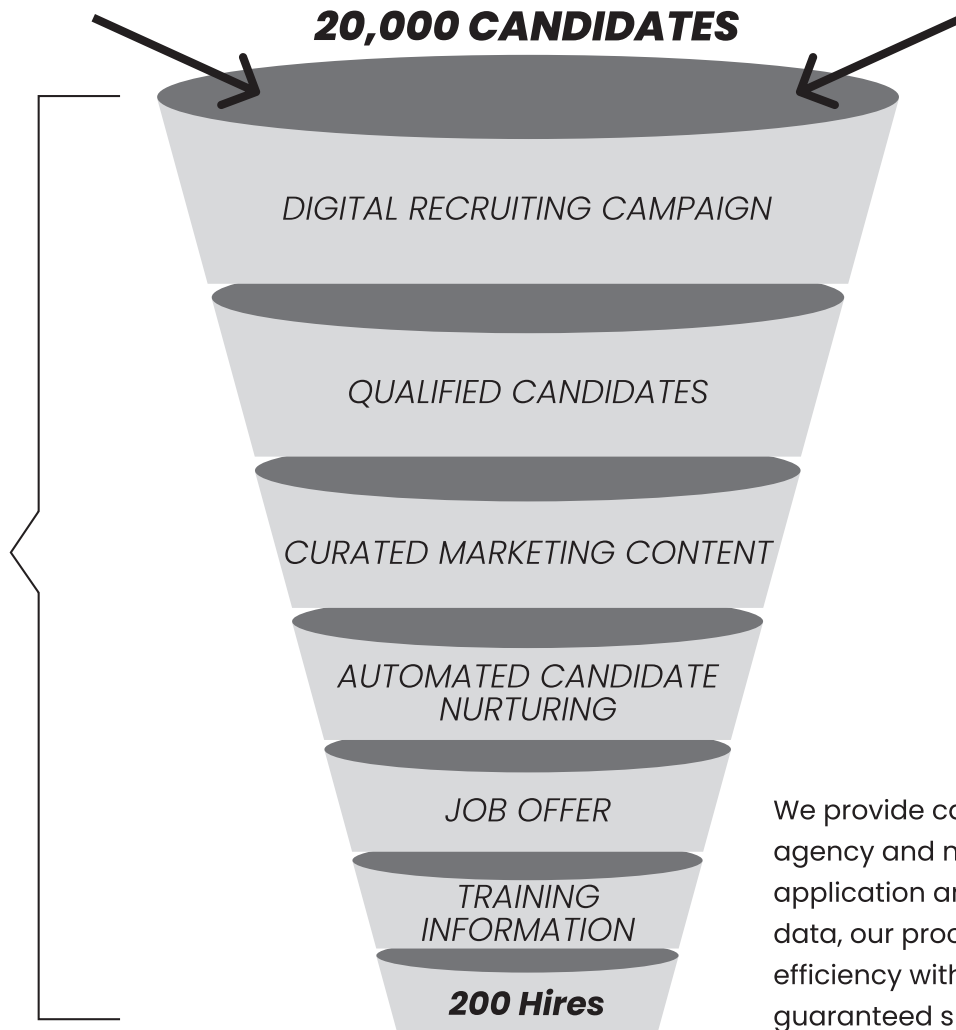
- The Digital Recruiting Campaign will produce 20,000 candidates.
- Our automatic nurturing process will produce 5,000 applicants.
- Utilizing a 4% conversion rate, 200 of those qualified applicants will become highly qualified hires.





4.

Proven Processes & Guaranteed Results



We provide candidates for your agency and nurture them to the application and beyond. Driven by data, our processes focus on efficiency with the results being guaranteed success.



5.

Executive Summary & Methodology

Digital Advertising

We will utilize high quality photographs and video on several social media platforms. Our ongoing testing of various advertising themes and photographs with our existing clients will give your agency immediate results. Please note that successful digital recruiting is the ability to place the resources in locations that work. Our past campaigns have revealed very specific processes and techniques that must be adhered to in order to maximize the resources spent. We encourage you to watch our weekly [recruiting show](#) and read our [content](#) to understand the key to this success.

Automatic Nurturing

We don't simply send advertising to your website, but we identify qualified candidates and communicate with them to the application and beyond, giving your staff the time needed to take the applicants through the hiring process.

Website

In conjunction with our active digital campaign, we will build and optimize a recruiting centric website not just for additional traffic but for actionable candidates to hire.

Applicant Tracking System

Our customized [Applicant Tracking System](#) (ATS) provides your staff with incoming candidates in real-time. With unlimited texts and emails, your recruiters can communicate in bulk with pre-set messaging and with one click. Our system enables your recruiters to make notes and rate candidates for other users to see and comment on.

Referral Program

Our referral program will allow every employee to participate in this important project. We will issue each participating employee a unique link and associated social media graphics to send out. All incoming candidates and applicants are tracked by the referred employee. This program is popular among agencies that offer an incentive to existing employees for referring new employees.

Training

We lead the industry in [training](#), and we will provide your team the tools necessary to continue success for years to come.

You can [view our full seminar here](#).



6.



SOURCE

Integrate directly with your digital recruiting campaign from your account in just a few clicks to maximize your applicant flow.



ENGAGE

Increase speed to hire with automated and collaborative tools for evaluating and communicating with your candidates.

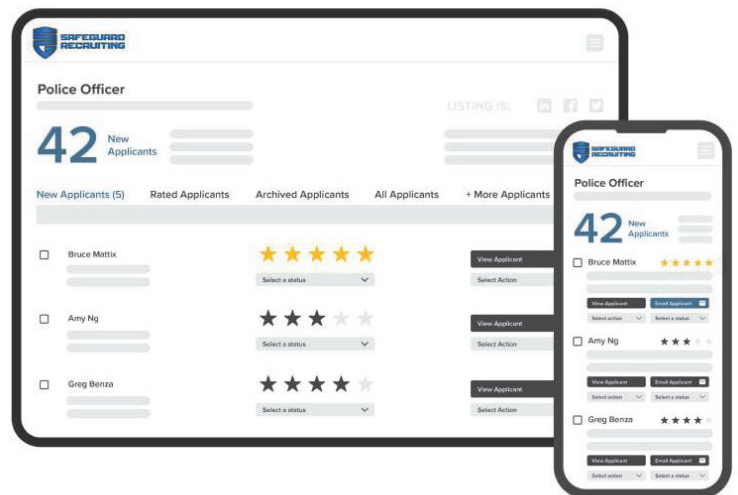


HIRE

Streamline the new hire process for the candidate and the hiring team with integrated automation tools when ready to hire.

“The platform is very easy to learn and use. Easy to rate candidates, communicate and process for hiring.”

SAFEGUARD RECRUITING





7.

Experience and Expertise

When it comes to advertising and marketing, there are many capable companies, but advertising and marketing alone will never solve the recruiting crisis in law enforcement. Our unique “recruiting” focused campaign places marketing elements as a support for the recruiting rather than the traditional marketing efforts attempting to drive recruiting.

We understand this because our team is former law enforcement with over 80 years of experience with expertise in digital advertising, web development, content creation, copywriting, and brand development. Not only have we proven these skills through other clientele, but we understand the needs of the law enforcement profession that no other company can provide in this space.

We have assisted agencies of all sizes and needs, and we consider ourselves a true partner in helping each of them to fully staff their agencies.

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REAL CANDIDATES, REAL RESULTS

Our success is supported by a synergistic effort utilizing each component that we have described. We encourage the current recruiting efforts by the Milwaukee Police Department to continue and consider our efforts as a partnership that will increase police hires dramatically.

SAFEGUARD RECRUITING



9.

Qualifications, Experience And Challenges

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SAFEGUARD Recruiting is the only recruiting firm dedicated solely to the law enforcement profession. Owned and operated by former law enforcement professionals, we have a unique interest in ensuring that our clients become fully staffed with a return on investment that is unmatched in the industry. While advertising firms will guarantee web visits or video views, we guarantee police candidates and applicants.

Our recruiting centric approach utilizes marketing content to support candidates and applicants rather than hoping the candidates find the marketing. We are an all-encompassing company with full and part-time employees that have expertise in digital recruiting, consulting, technology, and content creation, including web development and optimization that sends applications to our clients.

With four full-time employees and several part-time employees, we have been providing recruiting-marketing to law enforcement agencies since 2021.

BUSINESS DETAILS

SAFEGUARD Recruiting, LLC
safeguardrecruiting.com
EIN 87-2624514
Remote work force

FOUNDING TEAM

Doug Larsen, MBA
Jake Peters, MBC
Traci Grimes, BS

PRIMARY CONTACT

Doug Larsen
doug@safeguardrecruiting.com
801.633.2066

FACTS

Founded in 2021
80+ years police
experience
5+ years recruiting
experience

HIGHLIGHTS

Founded by law
enforcement for law
enforcement with
unmatched strategic
partnerships from our
police experience.



**SAFEGUARD
RECRUITING**
REAL CANDIDATES, REAL RESULTS



10.

Qualifications, Experience And Challenges

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Challenges

While we have proven the techniques and processes that will fully staff law enforcement agencies, the degree of that success can have some challenges.

- Agencies must understand that marketing is not recruiting. Marketing elements such as websites, billboards and videos do have a place but not without actual names of candidates that have expressed an interest in working for the agency. We have had past clients that were misinformed (by marketing agencies) and spent excessive resources on branding elements, only to find out that it did not assist with recruiting.
- Agencies need to understand that when recruiting increases, that increases the workload for the application process. We have assisted in this with providing our clients with an Applicant Tracking System and Nurturing, but additional candidates will increase the work from the designated recruiters.
- Law Enforcement has not typically recruited in the past. Of course, we've had recruiters, but that role typically picks up after someone has applied for the agency. Traditional recruiting takes place before the application and while we do the bulk of this work, it will entail personnel to change their mindset of what recruiting is. We will train your agency in this capacity, and you will be successful.
- We have seen some agencies resist change to what they believe will work. While we admire the effort and resilience, attempting different approaches in the hope that something works has typically left agencies disenfranchised and blaming the "recruiting crisis" on the lack of success. After 400+ recruiting campaigns, there is not a recruiting crisis in law enforcement. There is a crisis of making the correct decisions that will ensure successful recruiting.

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REAL RESULTS**

Understanding these challenges is the key to overcoming them. We encourage you to view our [full seminar](#) to better understand these challenges.



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Qualifications, Experience And Challenges

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Qualifications and Experience

SAFEGUARD Recruiting has extensive experience in how to staff agencies fully and that success resides in the correct alignment including the timing of the phases of the recruiting campaign. We measure our success on increasing candidates and applicants for our clients and while metrics such as web visitors and video views can be helpful, the only metric we strive for is increasing the pool of applicants. We will implement this recruiting campaign with four (4) specific phases with the following premise:

- We understand law enforcement because we are law enforcement.
- Our credibility within the profession provides us with countless partners who are committed to assisting our clients.
- We find candidates for agencies rather than the traditional marketing concept of candidates finding the agency.
- Our focus is on recruitment first while using embedded processes inside marketing to drive recruitment and agency branding.
- We create content that is designed to generate candidate interest and maintain their interest through the hiring process.
- We find candidates for agencies through a targeted approach that reaches audiences other companies don't have access to.
- Our recruiting-focused technology integrates processes from different platforms to maximize recruiter efficiency and optimize hiring.

We staff agencies at full capacity, and we do not make promises that we cannot fulfill. At our core is a love for the law enforcement profession and a deep desire to help the profession that we spent our lives dedicated to. To accomplish the goal of staffing the Milwaukee Police Department, we lean into our vast experience within law enforcement and the data and research gleaned from over 400 law enforcement focused recruiting campaigns. This begins with our expertise.

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REAL RESULTS



12.

The People Behind The Work

SBE Participation

Please note that SAFEGUARD Recruiting commits to the use of SBE Partners with the city of Milwaukee. We typically utilize these participants for video / photography. If selected for a subsequent RFP, we will specify those partners.

Doug Larsen

Doug Larsen has a career spanning three decades in law enforcement and brings a wealth of experience and expertise as the co-owner of SAFEGUARD Recruiting. With a background in law enforcement, including extensive experience managing operations and training programs, Doug has honed his skills in leadership, evaluation, risk management, and policy development.

His tenure at the Utah Department of Public Safety showcases his ability to devise effective evaluation strategies, implement change, and ensure compliance with legal guidelines. Since transitioning into consulting and the recruiting space, Doug has continued to leverage his expertise in leadership and management. As an entrepreneur, he has merged his expertise in law enforcement with innovative solutions, pioneering new avenues to enhance safety and efficiency. His passion lies in adapting and implementing cutting-edge technology to address the ever-changing landscape. His master's degree in business further solidifies his qualifications to lead this project effectively. Doug will be assigned as the project manager of this contract, ensuring that all facets are performed at a top level.

Jake Peters

Jake Peters brings unmatched expertise to SAFEGUARD Recruiting in digital marketing and creative design. Jake first began working in the recruiting space in 2018 in the challenging area of recruiting in the trucking industry. Peters' novel approach to bridging technology, online marketing, and traditional recruiting methods created a high level of success and he has brought those skills to SAFEGUARD Recruiting to help the law enforcement profession. Jake has a master's degree in business creation from The University of Utah. Jake will be assigned as the technology lead for this contract.

Traci Grimes

Traci Grimes is a co-founder of SAFEGUARD Recruiting and brings extensive business knowledge to the project as a previous and current owner of a wide variety of successful businesses including restaurants, media, consulting, and marketing. Her involvement in SAFEGUARD Recruiting is in her passion for the law enforcement profession and her involvement as a survivor with Concerns of Police Survivors (C.O.P.S.). Traci has a bachelor's degree in criminal justice and will serve as the supervising manager of this project.

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FOUNDED BY LAW ENFORCEMENT



14.

Matt Rose

Matt Rose is a former police sergeant with an extensive background in communication, brand management and development. His experience extends from Route 66 Main Street Inc. (Route 66 Marathon), American Red Cross, Oklahoma Department of Commerce, and within the law enforcement profession. Matt has a bachelor's degree in journalism and was recently inducted in the Seminole State College Hall of Fame. As a former city councilor, police officer, and current emergency manager, Matt has a unique understanding of the needs of municipalities. Matt will serve as the Brand Manager for this project.

Rick Freeman

Rick Freeman is a retired police officer with over 20 years of information technology experience including website development. He is the principal IT Manager with one of the largest law enforcement media companies in the world, LawOfficer.com, with expertise in site security, and search engine optimization. Rick will serve as the IT Manager for the Milwaukee Police website, ensuring a smooth transition along with responsibility for site security and management.

Dr. Jay Chaix

Dr. Jay Chaix is a former law enforcement officer with expertise in communication and media that includes copyright, editing, and film production. Dr. Chaix holds a Ph.D. in Strategic Communication and his extensive knowledge in these areas including quantitative and qualitative research will be utilized for this project to ensure that messaging and branding remains highly competitive.

Dr. Travis Yates

Dr. Yates is a retired police commander from a major metropolitan police agency, and he will lead the training with the Milwaukee Police Department. A former ILEETA Trainer of the Year, Travis will lead training both online and in person that will ensure that the Milwaukee Police Department will succeed long after this contract ends.

REAL CANDIDATES
REAL RESULTS



15.

Danny King

Danny King is a retired police officer from the Las Vegas area. He spent his 24-year career in Patrol, K9, SWAT, Training and Use of Force Investigations.

He also spent 20 years of his career helping in all areas of recruiting. From encouraging qualified applicants on the street, to static and live demonstrations, agility testing, sitting on oral boards, to teaching at the basic academy.

Danny is a trained and experienced copywriter specializing in writing that consumes a person's attention, stokes their desires and moves them to act. Danny will serve as the lead copywriter for this campaign, ensuring that all messaging including the nurturing of candidates produces a high level of conversion.

Carl Kriss

Carl Kriss has a specialty in storytelling and an extensive portfolio that includes documentaries featured on the History Channel, PBS, National Geographic, and Amazon. Carl Kriss lives in Cleveland and previously told stories in video format from NBC affiliate WKYC.

John Trimm, Cox Media Group

John Trimm brings 25 years of marketing, advertising, and business solutions to SAFEGUARD. That includes OTT advertising experience with IHeart Media and Cox Media Group in every market in the United States, radio advertising, and access to over 150 million email addresses sectioned by demographics.

SAFEGUARD RECRUITING



16.

SAFEGUARD Recruiting Stands Alone in the Industry

We are a recruiting company that leverages marketing for retention rather than a marketing company that places a preeminence on marketing first.

Marketing companies promise views, while we promise applicants.



17.

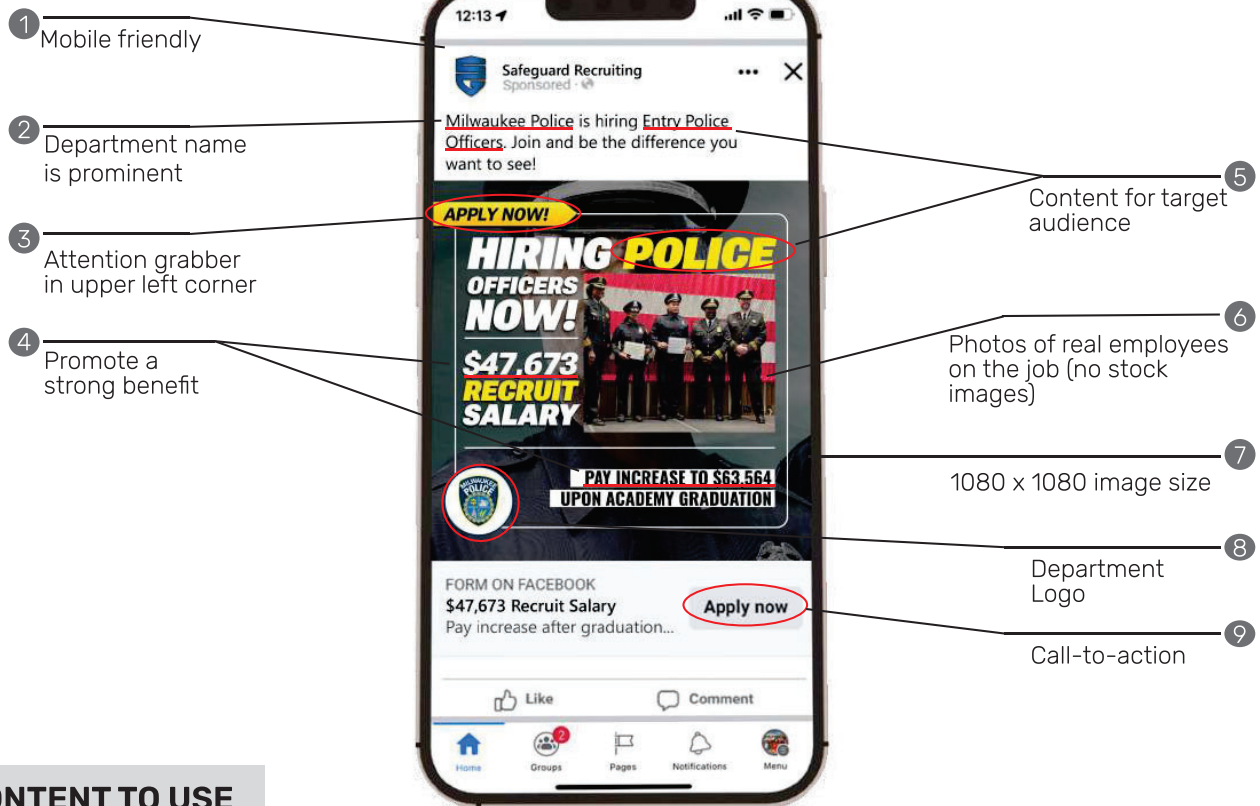
Milwaukee Police Department Ad Mock Ups





18.

Social Media Ads Strategy



OTHER CONTENT TO USE

- 10 Officer Testimonial
- 11 Videos (no longer than 20 seconds)
- 12 1230x600 Image Size



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REAL CANDIDATES,
REAL RESULTS

Timeline

This Preliminary Work Plan will detail the specific steps that SAFEGUARD Recruiting will develop and implement that will fully staff your agency.

Phase 1 - Brand Development Research Strategy (Two Weeks)

Prior to launching a robust digital ad campaign, we will conduct extensive market research that will assist in the development of the requested creative elements in this solicitation. The messaging will be unique to your agency, and we strive to reflect the values that are present within your agency and community. This begins with an assessment of your agency consisting of a series of meetings with Stakeholders. This initial meeting will take place online prior to our onsite visit and it will consist of a deep dive into the past and present recruiting efforts along with creative consultation.

While we are a recruiting company, the branding and messaging of your agency is vital for long term success but branding alone is insufficient in properly recruiting for your agency. The [Asheville Police Department](#) is our current client and despite a strong brand and message from a former company, their recruiting had not increased. The pain point was the direct result of a “nice appearance” with poor systems and processes behind that appearance. As we did for that agency, we will not only create effective branding, but we will ensure that the processes behind that branding will also produce additional applicants.

We will conduct a full brand assessment of the Milwaukee Police Department with recommendations. You can see an example of what we did for an existing client [here](#).

The results of the Stakeholder Meeting will be provided in week two and any requested changes or adjustments will be quickly returned for approval. It is important to note that any creative element will need the approval of your agency. We will certainly provide guidance on what has worked for our other clients, but our clients are the priority, and we will continue to work on any element until you are completely satisfied.

A successful recruiting campaign is not a “set and forget” venture. We monitor your campaign daily and change advertisements monthly to maximize the candidates and applicants for your agency.



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Phase 2 – Video/Photography (Creative Assets)

This phase is vital as our goal with all of our clients is to ensure that their recruiting can maintain momentum well after our services have ended.

We anticipate our first onsite visit of one week that would include:

- Additional meetings with the leadership team to determine their desire with the creative portion of this contract along with any specific requests on other requirements that may not have been included in this contract.
- We would present the results of our national, state, and local research and suggest potential outreach opportunities for the agency.
- Our videographer will be on site shortly following our initial meeting to determine and suggest various elements for production including photographs needed to enhance the digital campaign.
- We will further evaluate the recruiting process and make suggestions on what can improve those processes. Efficiency and touchpoints are one key to overall success, and we are the industry experts in providing our clients with the tools and information to enhance their efforts.
- We will enhance the online training previously given by providing hands-on training and consulting to the designated personnel in all areas of this campaign.

Within 14 days of the completed visit, our team will present various elements including videos, photos, brochures, etc. All materials utilized in this campaign will be presented to the leadership team prior to execution and all ownership rights are retained by the Milwaukee Police Department.

REAL CANDIDATES, *REAL RESULTS*

Rather than a cookie cutter approach to your creative elements, where photographs and video look similar across other agencies, we commit to unique creative elements that match your agency's messaging and values. It is important to note that all creative work is conducted until your agency is 100% satisfied.



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Phase 2 – Video/Photography (Creative Assets) cont.

Elements will include but not be limited to the following:

Video / Photographs

Evergreen in various formats that incorporate the key messages as set forth by the Milwaukee Police Department.

- Two Minute Feature Video (1)
- 15 Second Video (5)
- 30 Second Video (2)
- 60 Second Video (1)
- Social Media Centric Video (12)
- Employee Testimonial Video (4)
- Photographs (100+)

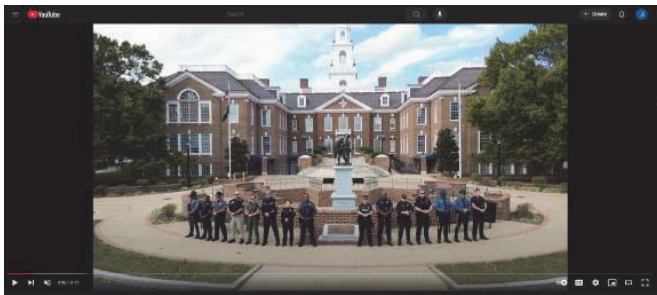
REAL CANDIDATES,
REAL RESULTS

SAFEGUARD RECRUITING



22.

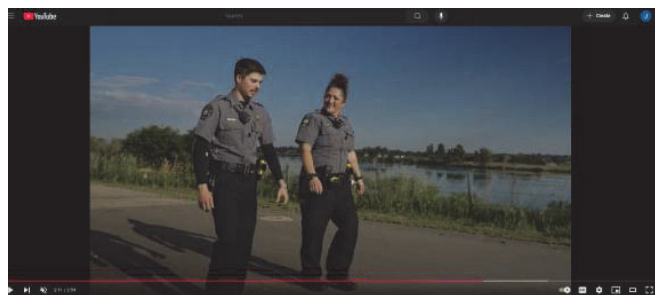
See Our Work Below



[Join Delaware Law Enforcement - Serve, protect, and make a lasting impact.](https://youtu.be/e7jO0n3itFw?feature=shared)
<https://youtu.be/e7jO0n3itFw?feature=shared>



[Join Delaware Law Enforcement - Serve, protect, and make a lasting impact.](https://youtu.be/ISTfJE3Th4?feature=shared)
<https://youtu.be/ISTfJE3Th4?feature=shared>



[The Weld County Sheriff's Office: Your Path to a Meaningful Career.](https://youtu.be/JWRN8KK-vpc?feature=shared)
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23.

Cinema Quality Content

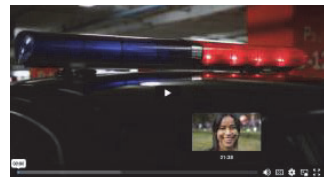
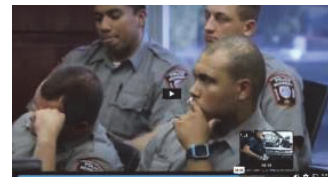
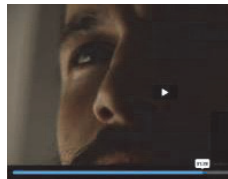
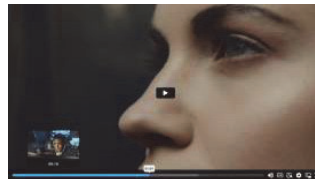
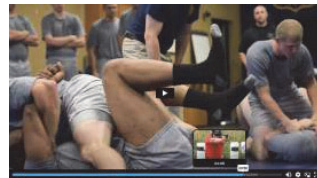
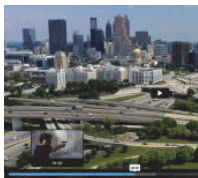
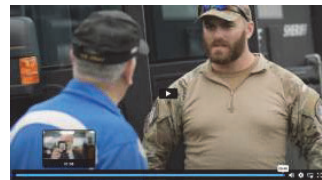
PHOTOS AND VIDEOS THAT ATTRACT AND MAINTAIN INTEREST

Our team of photographers and videographers have worked on everything from commercials to television. Producing your recruiting content with SAFEGUARD ensures the highest level of quality across all mediums.

We work with departments to script out the entire hiring process and we create content that not only attracts candidates to your agency but guides them to their first day on the job.

Combining this content with our automated messaging system keeps candidates engaged and informed.

REAL CANDIDATES,
REAL RESULTS





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REAL CANDIDATES,
REAL RESULTS

Phase 3 – Digital Marketing and Strategic Online Recruiting Campaign

Unlike traditional marketing companies, we do not set up marketing materials and then recruit because marketing has very little to do with recruiting. We utilize marketing elements to help retain candidates and promote your brand rather than to gather candidates. Many of our current clients have suffered from this backward approach and once we place the appropriate balance on recruiting-marketing, our clients have seen widespread success.

It is important to understand that marketing is about “website traffic” and recruiting is about actual candidates. Phase 3 will provide potential candidates, and we do that through a variety of proven methods.

To enhance this campaign, we will perform the following tasks near the end of Phase 1.

- A lead generation tool will be placed on your current recruiting website, designed to gain pertinent contact information from interested candidates.
- Our automatic nurturing system will be implemented consisting of email, text, and chat. Utilizing our copyright experts, our messaging is designed to turn interested candidates into applicants.
- A real-time dashboard will be implemented so the recruiting team can assess and evaluate the efficiency of the campaign.
- Applicant Tracking Software will be given to the recruiters to track candidate progress and enable them to message and text in bulk or individually with one click. This cloud based software is SOC 2 Type 2 cybersecurity compliant.
- Our team will provide your staff with training that consists of the data, research and methodology that is producing successful recruiting campaigns for our clients. You can see an example of our “recruiter certification” [here](#).

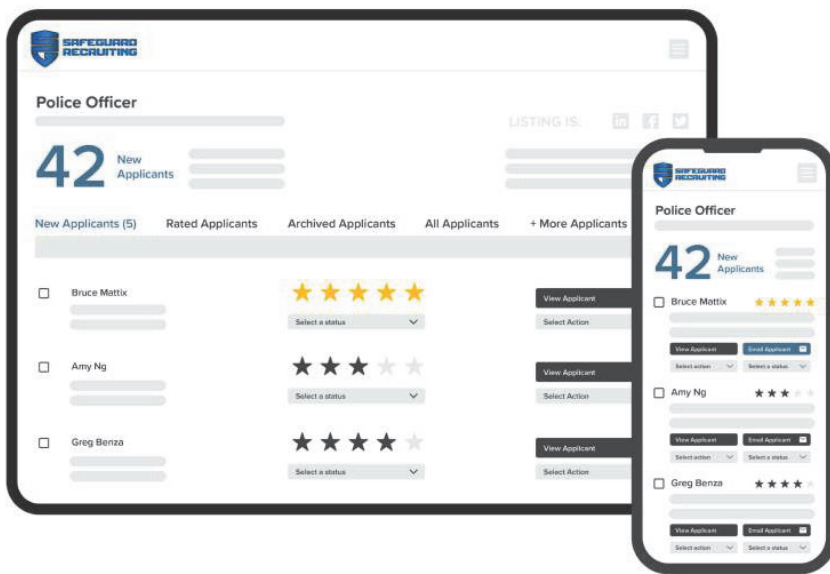
The initial weeks of any digital campaign are vital in ensuring overall success. Testing messages, pictures, and platforms in the first few weeks and accurately analyzing the areas that can efficiently benefit the agency will produce the needed results.



25.

Efficiency & Effectiveness

SAFEGUARD'S AWARD WINNING APPLICANT TRACKING SYSTEM



Communication is the key to success and our customized Applicant Tracking System (ATS) enables you to email and text the candidates from your campaign with one click. With candidates coming in daily, it takes a few minutes to correspond and answer any questions they may have.

List of Features	Included
Users (w/ Role Management)	Unlimited
Inbound/Outbound SMS	Unlimited
Inbound/Outbound Email	Unlimited
Email & SMS Templates	✓
Bulk Messaging Capabilities	✓
Custom Candidate Statuses	✓
Applicant / Activity Reporting	✓
Position Creation w/ Custom Forms	Unlimited
Secure Notes & Document Storage	✓
Background Check Integration	✓
Tech Support	24 Hour Response
Calendar Integration	✓
Candidate Review/Notes System	✓

REAL CANDIDATES, REAL RESULTS



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**REAL CANDIDATES,
REAL RESULTS**

Phase 3 – Digital Marketing and Strategic Online Recruiting Campaign cont.

We monitor our digital recruiting campaigns daily and utilize a/b testing throughout to ensure that our clients receive the maximum benefit with the resources spent.

All advertisements and messaging will be approved by your agency that will include a monthly social media calendar and cross posting on the social media channels within your control.

Social Media Banners With Associated Form Fills

We will provide candidates directly from social media rather than sending them to the website. It is important to note that sending random visitors to your website may be a tool for overall branding but to accomplish your hiring goal, we capture qualified candidates first and then send them to your website. This targeted lead generation has an exponentially higher success rate. SAFEGUARD Recruiting utilizes marketing to further solidify the candidate's decision to apply for the agency rather than using marketing while hoping a candidate applies.

We will automate subsequent contacts to the candidate via email and text with an immediate response that provides details, links, etc. Candidate nurturing continues until your agency receives an application. This methodology places the responsibility on SAFEGUARD Recruiting to convert your applications and your team can spend their time and resources on taking the applicants through the hiring process.

We can advertise and market from all social media channels including YouTube and will present our recommendations, based on our past data, where you can maximize your success. Our campaigns can change daily, and it is important to note that we will pivot to any channel(s) that can provide success for your agency.



27.

Data, Data, Data

SUCCESS COMES FROM KEEPING TRACK OF THE NUMBERS



Live data tracking ensures that your digital recruiting campaign focuses on the creative asset that performs the best.

SAFEGUARD focuses on the ad that produces the highest number of candidates and allocates the majority of the budget to the top performing ad.

At the end of the campaign, SAFEGUARD takes the data and uses that information to create the next set of ads. Each campaign builds on the previous.

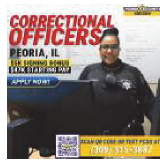
REAL CANDIDATES, REAL RESULTS



28.

Sample Data Breakdown

Month 1 Ad Set:



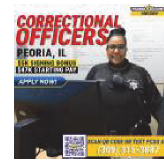
Month 2 Ad Set:



Month 3 Ad Set:



Top Performer:



- 78 leads
- 72.61% of ad spend allocation
- \$0.16 cost-per-click



- 106 leads
- 89.71% of ad spend allocation
- \$0.20 cost-per-click



- 92 leads
- 75.53% of ad spend allocation
- \$0.15 cost-per-click

Here is a breakdown of how SAFEGUARD Recruiting measures its effectiveness on a month-to-month basis. Each month had 4 ads that we tested. Based on the number of candidates each ad generated, we looked for patterns and styled the next month's ad set. This is an iterative process that results in stronger ads and limits the amount of ad fatigue experienced by viewers.

REAL CANDIDATES, REAL RESULTS



29. Timeline

Website Design, Hosting & Administration

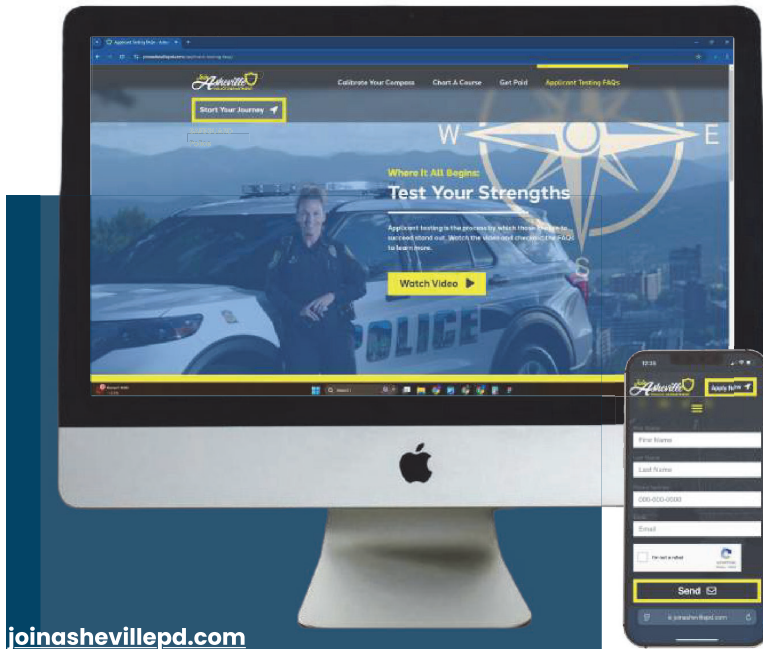
Web presence is the first experience a candidate has when interacting with an organization and we have been very successful in utilizing a recruiting focused website alongside our digital campaign. SAFEGUARD Recruiting creates a great first impression with a website that focuses on quality, credibility, and lead generation for potential candidates. Prior to hiring SAFEGUARD Recruiting, the Asheville Police Department website produced just two candidates a year. Our work, that included lead optimization, produces approximately 30 candidates each month for the agency.

Our website design will follow best practices in the following areas:

- Simplicity
- Navigability (simple and easily understood navigation)
- Visual Hierarchy (leads visitors to the desired location)
- Consistency (similar appearance throughout)
- Responsivity (compatible on various devices)
- Accessibility (content that is understandable)
- Credibility
- User-Centric (usability including mobile readiness, design, and SEO)

Custom domains we recommend for MPD:

JOINMILWAUKEE.COM
JOINMILWAUKEEPD.COM



REAL CANDIDATES, REAL RESULTS



30. Timeline

Website Design, Hosting & Administration

Site security and the associated technology is vital for a website, and we will ensure that the new website is built on a stable and secure platform with the associated software to provide maximum protection. Our developers will provide the following assets alongside the website:

- Custom Domain
- Server Space
- Secure Sockets Layer Certificate (SSL)
- Content Management System
- Search Engine Optimization
- Multi-Factor Authentication
- Multiple Daily Backups Including Off Site
- ISO 27018 Compliance
- Log Monitoring & Security Audits
- Uptime Monitoring
- Web Application Firewall

SAFEGUARD Recruiting will maintain and manage the website for the duration of this contract to include unlimited updates as requested by the client. The client has the option to be trained by our staff in site management and will have full access to their site if desired. Upon the end of this contract, the Milwaukee Police Department retains ownership of the website.



REAL CANDIDATES, REAL RESULTS



31.

Timeline

Search Engine Optimization (SEO)

Search Engine Optimization can be a costly venture, but our law enforcement partners have enabled us to do this for our clients very effectively. One of those partners is Law Officer Magazine.



LAW OFFICER MAGAZINE

Existing since 2004, Law Officer is one of the largest media companies on the planet catering to law enforcement and has access to over one (1) million followers on various social media channels along with 60,000 e-mail addresses of law enforcement officers and thousands of law enforcement professionals visiting the website daily. It has been a trusted brand for 20 years with a strong and committed following in the profession.

Our access to Law Officer, including their website/social media audience is a gamechanger and cannot be matched in our industry. Within the first month of the digital campaign, we will launch an "agency profile" article along with banners and form fills directly on Law Officer. Weekly social media posts will direct the audience to your website and each quarter, an additional article will be launched. We will also dedicate a page on Law Officer to the Milwaukee Police Department. This page along with the associated links, significantly enhances the ability of the website to be seen by those seeking employment via web searches through the search engine optimization (SEO) that linking with Law Officer provides.

The SEO Enhancement Package is \$12,000 and currently used by various private companies including LA Police Gear because of its effectiveness but our relationship in the profession and aligned values with Law Officer gives us the ability to provide this additional opportunity for your organization at no cost. We encourage you to review Law Officer and review a sample article [here](#).



32.

Timeline



20+
Job Boards

LEO ROUNDTABLE

We also partner with the LEO Round Table Podcast. This daily syndicated news show is streamed to over 3 million listeners via the internet and also featured live on the radio through Westwood One, the largest audio network in America. Our exclusive partnership with the [number one law enforcement related podcast in the world](#) provides us an opportunity to discuss our clients and send them to the designated recruiting website. On a weekly basis, SAFEGUARD Recruiting utilizes this platform to discuss our clients and the benefits of employment and if selected for this bid, we will dedicate three (3) months of that content to the MPD.

JOB BOARDS

We will post and monitor your advertising campaign to over 20 job boards.

Search Engine Optimization can be purchased at a premium price or attained through credible website linking. Our partners in law enforcement give us the ability to offer your agency enhanced SEO through organic means, which is highly sought after.

SAFEGUARD RECRUITING



33.

Timeline

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Phase 3 – Digital Marketing and Strategic Online Recruiting Campaign cont.

Track and Retarget Visitors to the Recruiting Website

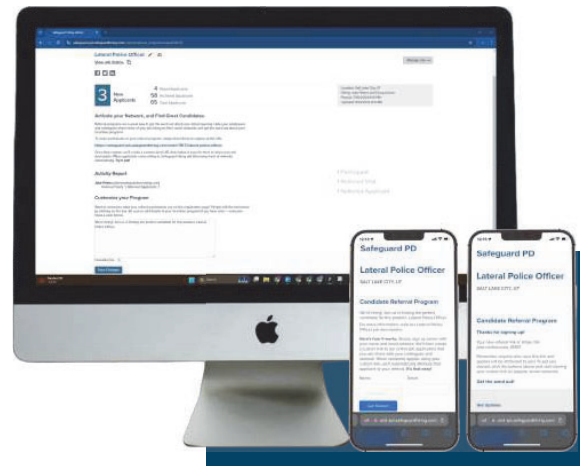
We will implement a small JavaScript within your website called a pixel. This will give us the ability to retarget those visitors on various social media platforms. The advantage is immense by placing your digital campaign in front of those visitors immediately after they visit the website. While this can be effective, it can be costly as it is unknown if those visitors are eligible to be hired. We enhance the retargeting efforts by leveraging over one million social media followers on police related accounts. Our relationships in law enforcement have given us access to these accounts including specific information about the followers. These retargeting efforts help reduce the cost per lead while enhancing the specific requests of this contract.

Referral Program

While we have factored in a high number of candidates to assist in providing hires that are value centric to law enforcement and tied to the vision, mission, and purpose of the Milwaukee Police Department, we recognize that the best recruiters to achieve this goal are your own employees.

Our [referral program](#) is connected to our Applicant Tracking System and provides each of your participating employees with a customized link they can use to promote the agency across their social media channels. In addition to links, that tie each applicant to the referred employee, SAFEGUARD Recruiting will provide creative elements in an employee portal they can utilize in their own marketing.

REAL CANDIDATES,
REAL RESULTS





34.

Timeline

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REAL CANDIDATES,
REAL RESULTS

Phase 4 – Reporting Requirements

We will provide the Milwaukee Police Department with a live dashboard showing impressions, clicks, click-through rate, fund allocation by region and the cost per lead (CPL). Monthly summaries including a list of all candidates are given to the client each month. More importantly, we utilize each month to improve on the next month and will make recommendations to staff at the conclusion of each monthly campaign.

The Asheville (NC) Police Department was down over 40% in staffing when they hired another company in 2021. They saw no progress on their staffing until they hired SAFEGUARD Recruiting and after just one month, they had to expand their testing capacity and bring in two additional recruiters to handle the workload of new candidates and recruits. Despite that success, our team made several recommendations in the end of the month meeting to surpass those numbers in month two. This is exactly what we did for the Chesterfield County (VA) Police Department after they received more applications in month one than they had received since early 2020. Month two surpassed the first month and our client success depends on the data we collect each month and how we leverage that data to improve in future months.

Consultation Services

The Milwaukee Police Department will be provided with a recruiting strategist dedicated to your campaign. They will be available for consultation during the hours specified by your agency.

Data Ownership

All work and data produced for the Milwaukee Police Department is the property of MPD and is available to the appropriate personnel as needed and upon request. Along with the live dashboard, all creative elements, monthly reports and documents will be available in a password protected portal built for your agency.



35.

Timeline

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Timeline of Services Provided



REAL CANDIDATES,
REAL RESULTS

SAFEGUARD RECRUITING



36.

Summary

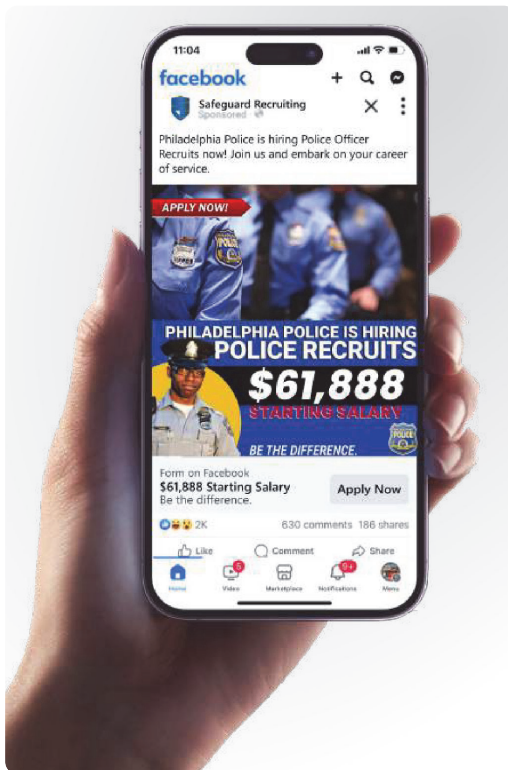
We understand that our philosophy including the order of the campaign may differ from expectations or what others may be offering including past companies you may have worked with. This disruption can be a barrier for clients to consider and/or perform but our mission is to staff agencies full, and we have the historical data and ongoing success to support this preliminary work plan.

The Philadelphia Police Department, Asheville (NC) Police Department and Pueblo (CO) Police Department are just a few of our clients that no longer question our methodology. We encourage you to reach out to them and our other clients to hear directly what SAFEGUARD Recruiting has done to support an increase in their recruiting.





38.

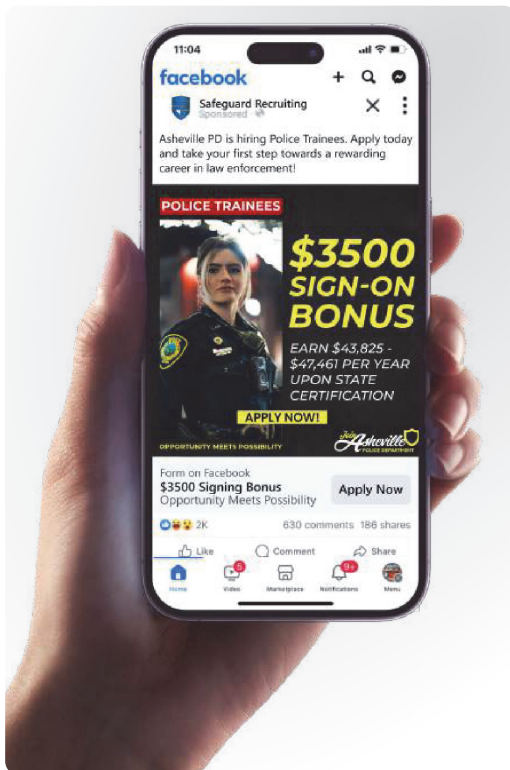


Data Driven Decisions

Our live dashboards enable you to track your spent dollars towards recruiting and observe those candidates through the process. Philly uses our technologies to **see a direct correlation** between their budget and success.



39.

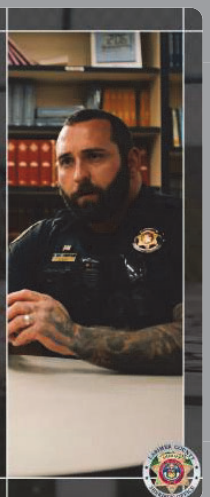
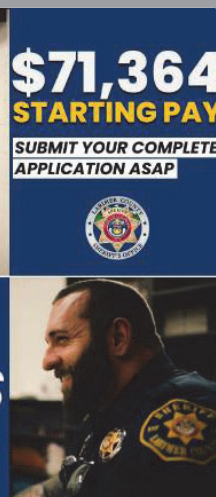
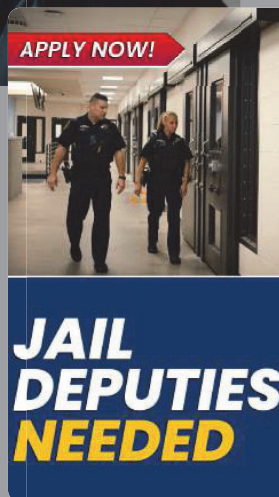
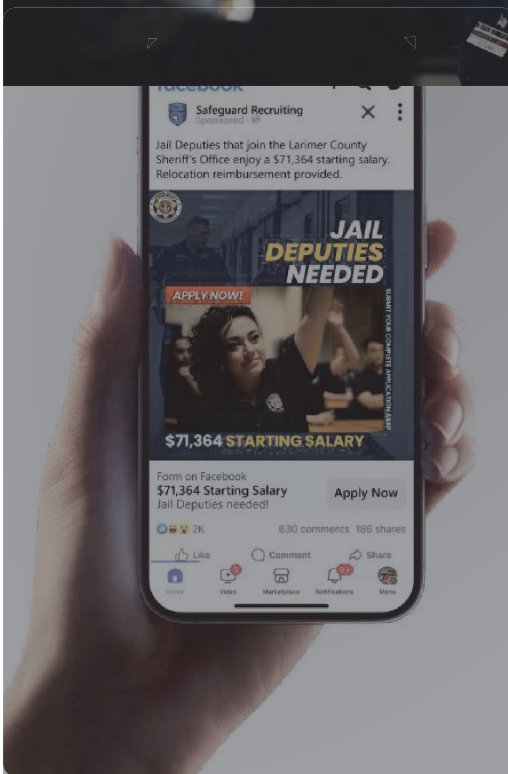
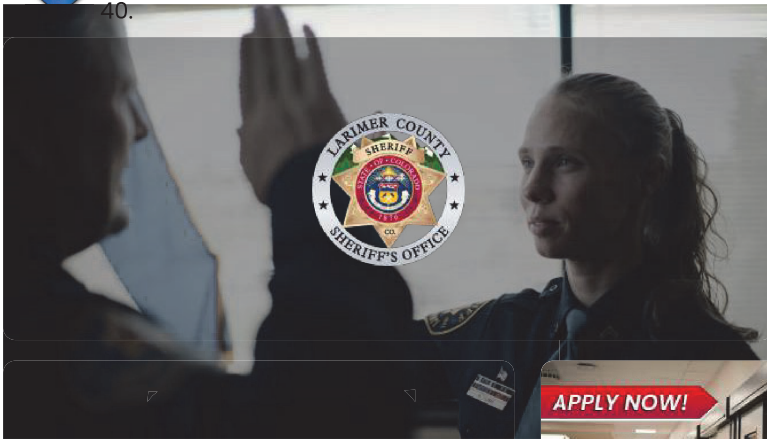


Largest Academy Since 2019

Asheville Police Department has been struggling with low employment levels for years now. In response to the high levels of departures, they focused on marketing and rebranding with little success. After six months of working with SAFEGUARD Recruiting, the APD went **over their testing seats** and hosted their largest academy class since 2019.



40.

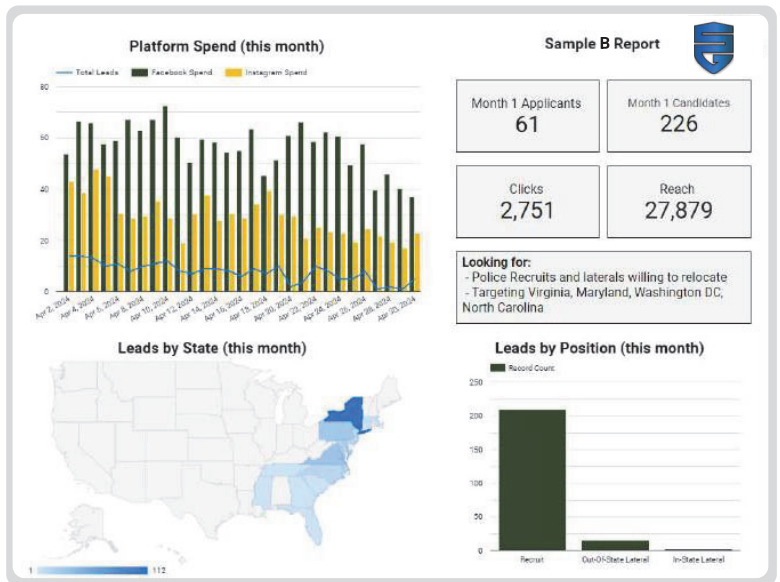
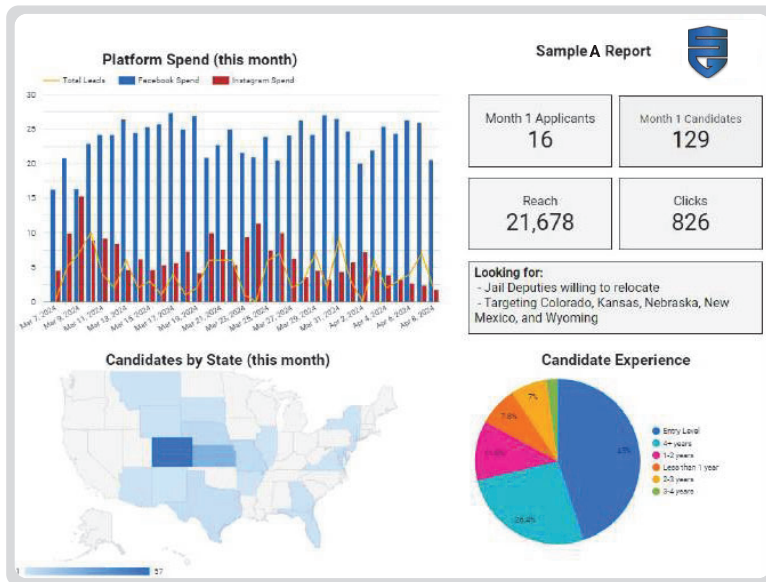


Communication & Conversion

Larimer County Sheriff's Office embraced our proven philosophy from the start of their campaign and consistently meet or exceed hiring goals for each academy date. Their prioritization on communication combined with SAFEGUARD's **automatic nurturing** has been the foundation for this department's success.



41.



Real Time Data Sample A & Sample B

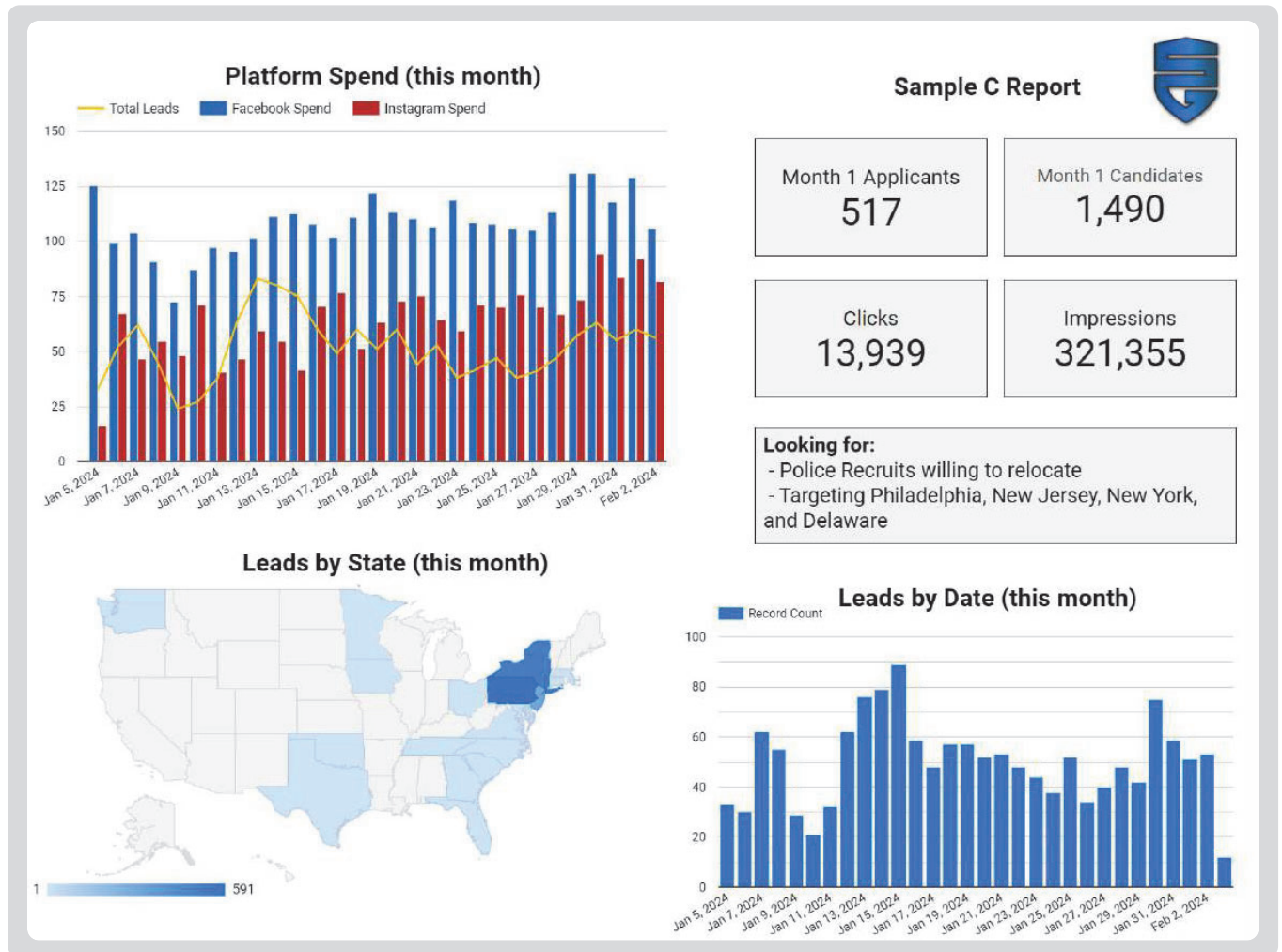
SAFEGUARD Recruiting measures its success in names, not clicks. Real time dashboards ensure that your success is always seen. Our clients fill their vacant positions with our hyper-focused candidate generation strategy and our ability to set up their recruiting team with the best recruiting processes and software according to industry trends. These sample dashboards are from real campaigns, we removed the client name for the sake of discretion.

REAL CANDIDATES, REAL RESULTS



42.

Success Measured Sample C





44.

Conclusion

Please Note:

Marketing companies will place a premium on elements that will not bolster recruiting such as video and a website. We have extensive data that shows that this alone will not assist in your recruiting efforts. We see this as a secondary expense that should only be done after a proper emphasis on recruiting.

Our digital recruiting campaign will produce 20,000 qualified candidates and we often utilize existing photos with the agency for this success. We understand this is an RFI and we encourage you to ask each company submitting to discuss how many candidates and applicants they can produce. That is the only measurement of success.

With your current estimated budget, you will get submissions that will potentially build a website and video, and they will spend some money on driving traffic to that website. This will not produce the candidates needed to fulfill your needs.

Some submissions will build the creative elements and expect your agency to conduct the media buys. Employment advertising is a unique and complicated effort that can be costly with a low return on investment if not done with care.

Our desire is to partner with law enforcement agencies and ensure they become fully staffed. To provide this service to the Milwaukee Police Department, we will discuss and potentially modify this proposal to ensure your needs are met within your budgetary concerns.

REAL CANDIDATES,
REAL RESULTS

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