M&T Bank Optimizes On-Campus Visits and Delivers More Value with Proactive Outreach

M&T Bank offers a number of different opportunities for graduating seniors within the Management Development Program – from Branch Management and Finance to Technology and Wealth Services – and needed to expand their recruitment strategy to ensure that they were reaching more students to fill their candidate pipeline in a meaningful and proactive way. Running campaigns on Handshake prior to campus visits generated thousands of qualified applicants and helped M&T Bank maximize their visibility during on campus events.

Challenges

1. **Brand Awareness**
   
   Many financial firms are competing for top college talent - often with the added advantage of being in traditionally favored cities. As a commercial bank headquartered in Buffalo, NY, M&T Bank needed to further educate students on the opportunities available within their organization and city.

2. **Student Reach**

   Students are getting information everywhere, from peers, to career centers, to social media. M&T Bank was looking to grow their promotional efforts with a platform that reaches students directly.
Solutions
Since the Fall recruiting season of 2017, M&T Bank has made their on-campus investment worthwhile through proactive and targeted student messaging campaigns on Handshake.

M&T Bank has leveraged Handshake Premium to develop and deliver a highly targeted talent engagement strategy, which has transformed their college talent pipeline.

1 Segmentation
Target individuals that want to work in Buffalo, NY by leveraging Handshake’s ability to filter by students’ location preferences and relevant skills and experience.

2 Messaging
Craft personalized and informative messages calling students to action.

3 Analysis
Analyze campaigns and benchmark against competition, optimizing for the future.

Results

<table>
<thead>
<tr>
<th>The Outbound</th>
<th>The Outcome</th>
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<tbody>
<tr>
<td>Widespread &amp; Targeted</td>
<td>Effective &amp; Fast</td>
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<tr>
<td>21 campaigns sent across</td>
<td>161% application increase</td>
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<tr>
<td>43 schools generating a</td>
<td>20 qualified hires</td>
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<tr>
<td>67% average read rate</td>
<td>1 recruiting season</td>
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Reach out to learn how to build your proactive recruiting strategy.

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