



Hobby Lobby Increases Applicant Volume to Open Stores Nationwide

HIGHLIGHTS

- Relied on ZipRecruiter as a primary recruitment tool to staff 50 new store locations a year
- Boosted employer brand awareness and sourced hundreds of qualified candidates monthly
- Used ZipRecruiter's Resume Database to proactively reach top candidates

BACKGROUND

With over 900 stores and 43,000 employees, Hobby Lobby is the largest privately owned arts-and-crafts retailer in the world. On a mission to help people live creatively, the company offers more than 70,000 products ranging from home decor to crafts, to seasonal pieces, and more.

CHALLENGE

Hobby Lobby is rapidly expanding. Hiring a minimum of 300 store leaders a year, they need a recruitment solution that delivers on volume. In fact, Marlin Gayfield, Assistant Director of Management Recruiting says, "We aren't just opening one or two new stores a year, we're opening 50. And to do that efficiently, we need hundreds of qualified applicants all over the country." However, despite using several different recruitment tools, they struggled to attract enough applicants—especially in hard-to-hire regions with low brand recognition.

SOLUTION

Hobby Lobby turned to ZipRecruiter to increase their applicant pool and brand exposure. ZipRecruiter's powerful AI matched them with thousands of qualified candidates they were previously missing out on. Their dedicated ZipRecruiter team helped analyze monthly data and adjust their strategies to drive more traffic in hard-to-hire regions. They also utilized ZipRecruiter's Resume Database to proactively reach out to candidates during store openings and busier holiday seasons.

RESULTS

Relying on ZipRecruiter as one of their primary recruitment tools, Hobby Lobby successfully opened and staffed 50 new stores across the nation. They saw a significant boost in employer brand awareness and sourced hundreds of qualified candidates monthly.

“With ZipRecruiter, we’ve seen an increase in the volume of candidates we need to keep up with company growth. That’s enabled us to open and staff new stores faster and more efficiently.”

Marlin Gayfield

Assistant Director of Management Recruiting at Hobby Lobby

*Results may vary.

Learn more at [ZipRecruiter.com/Enterprise](https://www.ziprecruiter.com/Enterprise)