

McClatchy Client Success Story

Health and Hospice Care Provider Expands Recruitment Efforts

At a glance

A solid healthcare recruitment campaign and a focus on healthcare branding help this local practice fill its open positions and raise brand awareness.

CHALLENGES



This local health and hospice care provider was struggling to recruit enough employees to keep the practice running smoothly. They needed a recruitment campaign that would help spread the word about their job openings and showcase the ways that they are an elite employer in the area.

SOLUTION



We provided a marketing solution geared toward improving hiring in healthcare. These solutions included:

Programmatic display ads

Geofencing competitors

Email marketing

Search Engine Marketing (SEM)



Programmatic display ads



Geofencing competitors



Email marketing



Search Engine Marketing (SEM)

SUCCESS



Throughout the campaign, we assisted the hospice and elder care practice in recruiting the employees they needed for their locations. In fact, they reached a point where they were no longer required to focus so heavily on recruitment efforts since their facilities were fully staffed. Instead, they were able to transition many of their marketing efforts toward their overall branding.