

hireclix®

INCREASING BRAND AWARENESS FOR HEALTHCARE IN DIFFICULT MARKETS WITH CONSUMER ADVERTISING

HIRECLIX**STORIES**

Employer Brand Network

THE CHALLENGE

INCREASING BRAND AWARENESS FOR HEALTHCARE



A nationwide healthcare system was struggling to attract quality talent in several challenging priority markets. As their long-standing recruitment marketing agency, HireClix identified low employer brand awareness as a key barrier and implemented a strategy leveraging the HireClix Employer Brand Network (EBN) to expand reach through targeted consumer advertising channels.

By increasing employer brand awareness and positioning one of their regional hospital systems as an employer of choice to job seekers, the campaign aimed to boost candidate interest and conversions for key roles in nursing, behavioral health, nurse leadership, and clinical positions.

THE APPROACH

INCREASING BRAND AWARENESS FOR HEALTHCARE

The HireClix team built an EBN campaign strategy spanning social, search, display, and audio platforms. Based on a strong existing partnership, HireClix had a deep understanding of the client's recruitment challenges, which they leveraged to develop creative assets that conveyed the benefits of working at this healthcare system to job seekers.

- Developed a multi-channel EBN campaign strategy across social, search, display, and audio
- Leveraged deep client knowledge to create compelling, benefit-driven creative assets
- Implemented highly targeted strategies to reach high-quality candidates where they are most active
- Strengthened employer brand presence to drive improved candidate engagement and conversions

As experts in consumer advertising, HireClix knew that to achieve optimal exposure and see the strongest results from a digital branding campaign, advertisements should be active for at least three months. Honing in on high-quality candidates using laser-focused targeting across various platforms would be crucial to strongly position the client within the digital landscape. By reaching candidates where they are most active and elevating the organization's employer brand, would ultimately improve candidate conversions.



THE RESULTS

INCREASING BRAND AWARENESS FOR HEALTHCARE



Throughout the campaign, budgets were optimized across channels based on performance, ensuring the most effective use of media spend. As a whole, the campaign accrued over 3.6 million impressions across digital channels.



Social channels proved to be the most effective, with key metrics significantly outperforming industry benchmarks, attributing to 70% of the total lead volume and achieving the lowest cost per lead at $22. Search channels were also an extremely effective strategy for this campaign, driving strong engagement with a click-through rate more than double the industry benchmark. The multipronged digital strategy generated thousands of leads for the client's various nursing, behavioral health, and clinic positions at an average $55 cost per lead, leading to a cost per hire 54% below the industry benchmark.





Based on the success of the initial campaign, the client decided to extend the initiative for an additional three months and roll out EBN campaigns for two other priority markets with urgent hiring needs. Including EBN in their ongoing recruitment marketing strategy would increase brand exposure on consumer channels in difficult markets, boost candidate conversion rates, and set the client up for continued success.

hireclix®

INNOVATING FORWARD

ATTRACT QUALITY CANDIDATES AND INCREASE EMPLOYER BRAND AWARENESS

Contact HireClix - sales@hireclix.com