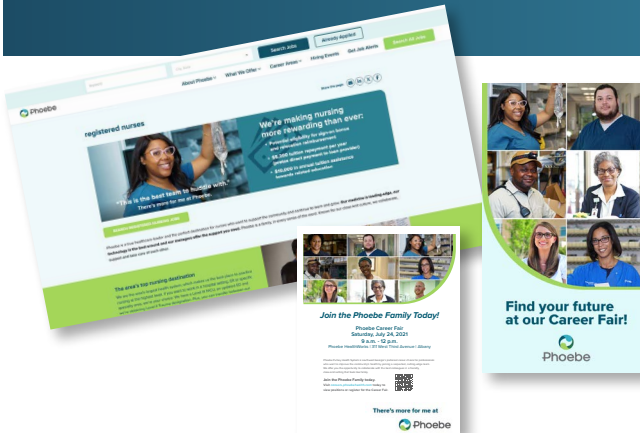


MAJOR SUCCESS AT A HIRING EVENT

A targeted, multi-channel strategy helped Phoebe Putnam Health System draw 250 candidates, conduct 70 interviews, and make 29 job offers in just three hours.



CHALLENGE

Phoebe Putnam Health System, a leading provider in southwest Georgia, needed to attract candidates for a wide range of roles—including RNs, physicians, and environmental services—for a three-hour hiring event at its Albany location. NAS was tasked with driving awareness and turnout despite a highly competitive labor market.

SOLUTION

NAS executed a full-scale promotional campaign across social media, search, local news, and the career site to generate buzz and increase RSVPs.

1

Sponsored Facebook ads delivered high reach and engagement at a low cost-per-click.

2

Search advertising targeted qualified candidates across Georgia, Alabama, and North Florida.

3

Local TV coverage and a featured interview with Phoebe's Talent Acquisition Director expanded regional visibility and credibility.

RESULTS

135,000+

Facebook impressions

1,605

605 link clicks at \$0.75 CPC (vs. \$3.62 industry average)

1,005

reactions and 264 shares (organic engagement boost)

250

candidates attended

70

interviews conducted

29

offers accepted