

# HEALTHCARE RECRUITMENT FIRM FILLS DIRECTOR-LEVEL ROLES

## CHALLENGE

A healthcare recruitment firm struggled for months to fill two director-level positions in Roanoke, VA, and Baltimore, MD. The roles required niche qualifications, including healthcare management experience, home healthcare experience, and an active nursing license.

## SOLUTION

WVRC Digital utilized Targeted Display and Email Marketing to reach this niche audience:

- Targeted Display was used to geo-fence hospitals and home health offices, as well as to target individuals with active nursing licenses and healthcare management experience. Those who showed interest in the position(s) were retargeted with additional ads encouraging them to apply.
- Email campaigns also promoted the jobs to nurses with management experience.

## RESULTS

After an influx of qualified applicants, both positions were filled within 45 days.

The success of this campaign resulted in an additional 50+ recruitment campaigns nationwide, solidifying WVRC Digital as the recruitment firm's marketing partner.

✓ **POSITIONS FILLED**

CAMPAIGN RESULT

IMPRESSIONS DELIVERED

**557,100**

EMAILS SENT

**10,000**

TOTAL CLICKS

**902**

