



40 NURSES IN 40 DAYS

How NAS implemented a time-sensitive, multi-pronged nurse hiring campaign.

CHALLENGE

Our client, Children’s Hospital & Medical Center (Children’s Omaha), set forth a challenge: hire 40 nurses in 40 days. With the Registered Nurse vacancy rate at an all-time high for Children’s Omaha, a comprehensive recruitment strategy was needed to increase the talent pipeline for nurses with a BSN degree and pediatric experience.

SOLUTION

Create and deploy a campaign that would target nurses locally and regionally, as well as reach alumni and utilize their current workforce in recruiting efforts. In determining the most effective approach and casting as wide a net as possible to capture ideal candidates, we created a campaign that included the following components:

- Nursing Landing Page with Analytics Reporting (traffic driven to the landing page had a unique URL for tracking, based on local and regional targeting)
- Google Search (paid promotions to targeted locations and keywords, driving traffic to the nursing landing page)
- Direct Mail and Email (to local NE and regional Midwest candidates)
- Facebook/Instagram Sponsored Campaign (promoted posts with an aggressive advertising budget to ensure maximum exposure)
- Open House Promotion (targeted to RNs within a 1.5 hour drive of Omaha)
- Local and Regional Promotion
- Personalized Direct Mail
- Email and Voicemail
- Boomerang/Alumni Event Promotion
- Employee Referral Program



RESULTS

40% increase in completed applications in a three-month timeframe

Google Search Engine Marketing (PPC)

- 4,822 clicks/4.76% CTR -- Average CTR on Google: 1-2%

Facebook/Instagram Sponsored Posts

- 6.7% page like increase from 2 posts
- 9,996 Facebook engagements and 4,889 Instagram likes
- 2.925% CTR -- Average CTR for “Health” industry: 0.433%

CONTACT NAS for assistance in telling your story to candidates through employment branding.