

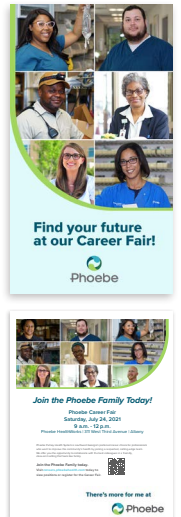
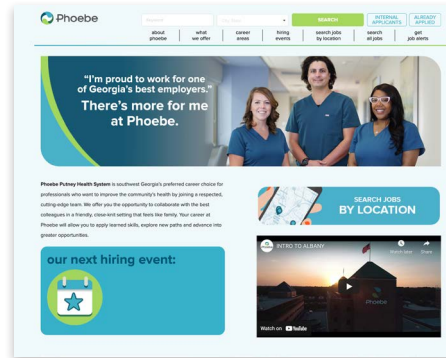


# MAJOR SUCCESS AT A HIRING EVENT

Implementing full promotional strategy, including social, search and local media, NAS helped make a healthcare system's hiring event a big success.

## CHALLENGE

Phoebe Putnam Health System is one of southwest Georgia's leading healthcare providers. Faced with a challenging hiring environment and a need to fill positions in various areas across the system, Phoebe tasked NAS to help attract applicants to a one-day hiring event. Our goal was to bring candidates for all types of positions, from RNs and physicians to environmental services, at a three-hour job fair at their Albany site.



## SOLUTION

NAS proposed a comprehensive marketing strategy that targeted all of these job candidates and generated an engaging buzz about the job fair. We used the following:

- **Social Media:** NAS designed a 2-week sponsored Facebook post to promote and generate awareness for the event.
- **Search Campaign:** NAS targeted appropriate candidates in North Florida, Georgia and Alabama, promoting the event via search advertising.
- **Local Media:** The campaign garnered the attention of local news through an interview with WFXL Fox News in Albany and one of Phoebe's Talent Acquisition partners. In addition to TV audiences, we reached 65,000 followers of WFXL on Facebook.
- **Website Platform Attention:** We posted the event details on the Phoebe Hiring Events page on their career site and directed all traffic to the page for details and to RSVP.

## RESULTS

**The Facebook post received:**

- More than **135,000** impressions
- 1,605** link clicks
- \$0.75** cost-per-click (CPC)

A high level of engagement generated additional organic visibility and brand awareness.

**1,005** reactions

**264** shares

(the industry average CPC is \$3.62)

**Event results:**

- 70** interviews
- 250** candidates attended
- 29** accepted offers

Need an event hiring strategy customized to your unique audience and needs?

**CONTACT NAS** today.