

Case Study: Healthcare



About Eisenhower Health

A leading healthcare employer, Eisenhower Health called on L7 Advertising to transform their recruitment strategies by building powerful digital campaigns.

Goal

With the growing demand for qualified nurses, Eisenhower Health's goal was to distinguish their recruitment tactics from the ones being used by other healthcare systems. To get the results required, we needed to bring Eisenhower's recruitment strategy up to date. We would need to implement a recruitment engine that could continually drive quality candidates directly to Eisenhower through an effective, multi-channel digital strategy.

Results

We focused on improving ad performance through optimization strategies related to audience targeting, ad messaging, and campaign structures. We enhanced ad quality and bidding to outperform the competitors who seek the same search terms (this metric is also referred to as "Search Lost Impression Share (Rank)" in Google Ads). Our optimized ads delivered lower-cost website traffic and engagement. Ultimately, our strategies increased the number of applicants and improved the applicant-to-hire conversion rate.

244%

Increase in Unique
Facebook Link Clicks

51%

Decrease in Facebook
Cost Per Link Click

584%

Increase in Facebook
Click Through Rate

191%

Increase in Facebook
Post Engagement

*Facebook metrics are a one year period of L7 Advertising paid media management (March 25, 2018 - March 25, 2019) compared to the year prior.



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