



# 2018 Talent Recruitment Campaigns



# The Plan

## Social Ads

- Targeted Google Ad Words and LinkedIn marketing campaign to encourage interest to click to learn more

## Landing Page

- Targeted Landing Pages to encourage interest in Brevard and action to seek more information

## E-blasts

- Once interest has been expressed, email campaign begins



# Audience Targeting

- Targeting Parameters: geographic, demographic, interest, behavioral
- Develop look-alike audience of actual visitors for continued targeting
- Use logical derivatives of target market as it aligns with landing page and Brevard market
- Cost conscious
- Change-drivers



# Healthcare Recruitment Campaign Spring 2018



# Secure a **healthcare** career on Florida's Space Coast.

You take care of people. Let Brevard County take care of you.

EMAIL ADDRESS

GET STARTED

## 6 REASONS YOU AND YOUR FAMILY WILL LOVE LIVING, WORKING AND PLAYING ON FLORIDA'S SPACE COAST:



### Luxury Living that Doesn't Break the Bank

The cost of living here is about 12% lower than the national average. Also, did we mention no state income tax? Keep more of your hard-earned money.



### First-Class Education

From critically acclaimed higher education institutions to a wide variety of top-rated public schools, we have some serious first-class educational opportunities.



### Year-Round Sunshine

Get comfortable with the average temperature that dances around 72 degrees! Don't leave great weather for your vacations, get your vitamin D daily.



### Safe Communities

Safety can be a crucial factor in deciding where to relocate your family. The overall total crime risk is below the national average.



### Your Spouse's Career

Beyond healthcare, we have job opportunities in IT, Manufacturing, Aviation, Aerospace, Engineering and more!



### You'll Never Be Bored

From the local 75-acre Zoo and Kennedy Space Center to shopping centers, art districts and a lively night life, there's always something to do in Brevard County. Plus you're a quick drive to Disney World in Orlando.

## SOME OF OUR TOP EMPLOYERS



### This Could Be You



"The assistance that I graciously received from CareerSource Brevard has allowed me to pursue my dream of becoming a registered nurse, while simultaneously allowing me to have plenty of time to spend with my daughter while I completed my education. Now I am successful, independent, and thriving in my career, with plenty of time to spend enjoying the beautiful Florida weather!"

Devon Fonod, RN

## TOP JOB OPPORTUNITIES

- Nursing Instructor
- Licensed Practical Nurse
- Medical Assistant
- Healthcare IT
- Registered Nurse
- Nursing Assistant



## ADDITIONAL CAREER ASSISTANCE

We can also help your spouse or family members secure a job in their industry with family job search assistance. With custom job searches, interview prep and training opportunities we can help make your move to Brevard County a smooth one.

## LIVE, WORK AND PLAY IN BREVARD COUNTY

**CareerSource Brevard Benefits:** family job search assistance, networking opportunities, resume development, interview preparation, career trainings, job referrals, and more.

EMAIL ADDRESS

GET STARTED



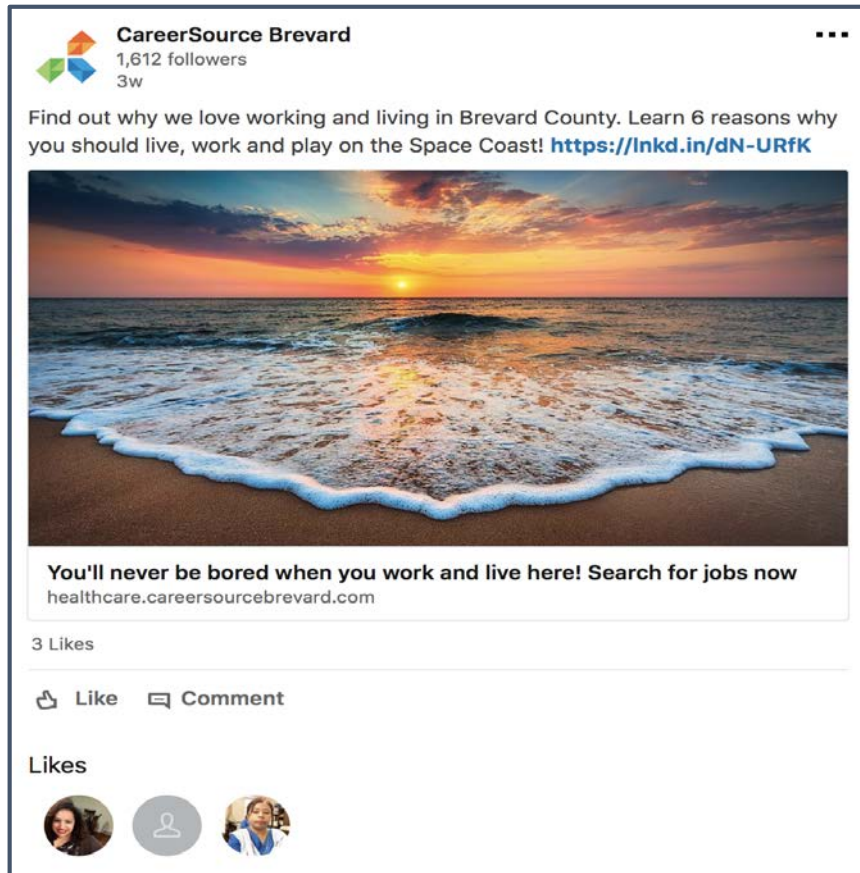
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# Digital Performance: LinkedIn



**CareerSource Brevard**  
1,612 followers  
3w

Find out why we love working and living in Brevard County. Learn 6 reasons why you should live, work and play on the Space Coast! <https://lnkd.in/dN-URfK>




**You'll never be bored when you work and live here! Search for jobs now**  
[healthcare.careersourcebrevard.com](https://healthcare.careersourcebrevard.com)

3 Likes

Like Comment

Likes



Impressions 175,072

Clicks 1,317

Click Rate  
(CTR) 0.75%

Cost per  
Click \$ 2.61

Total Spend \$ 1,362.16

- CTR (0.58%) above successful benchmark CTR (0.35 - 0.45%)
- CPC (\$2.61) is twice as good as LinkedIn average (\$6.50)

# Digital Performance: Google AdWords

Healthcare Jobs In Florida | Find Top Job Opportunities

Ad healthcare.careersourcebrevard.com

Home CNAs, Health Aides, Senior and Adult Home Care positions available. Above Average Salaries. Custom Job Searches. New Engineering Positions. Training Opportunities.

Ad: CTR **8.93%**

Impressions 11,069

Clicks 432

Click Rate (CTR) 3.9%

Avg Position 2.0

Conversions 78

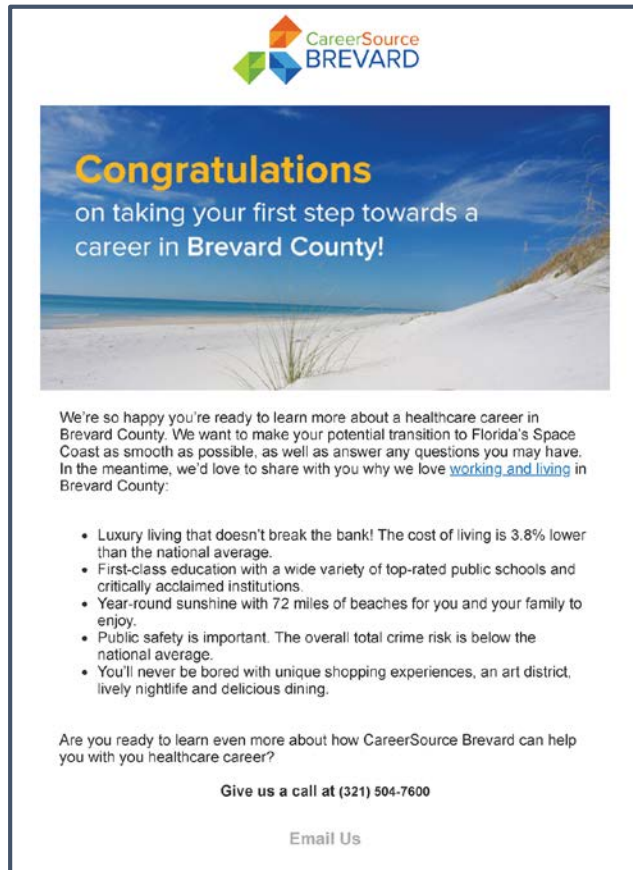
Conversion Rate **18.05%**

- *Conversion rate of 18.05% is fantastic. With this result, we are pausing LinkedIn ads and allocating the remaining healthcare recruitment budget to AdWords.*





# Digital Performance: Email



Average Open Rate: **58%**  
Industry Average (govt. services):  
**23%**

Average Click Rate: **32%**  
Industry Average (govt. services):  
**9.4%**





Thank You!

Any Questions?

