

January 2020 LHMC Recruitment Marketing



10,768
RN JOB VIEWS

+34% Y/Y

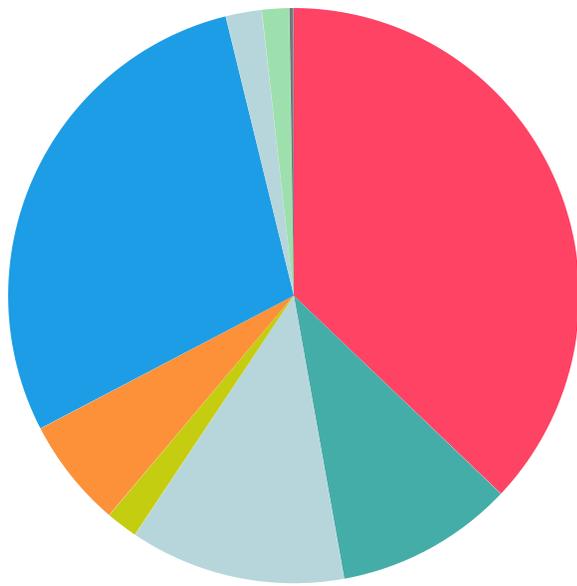


963
RN EXTERNAL APPS

+14% Y/Y

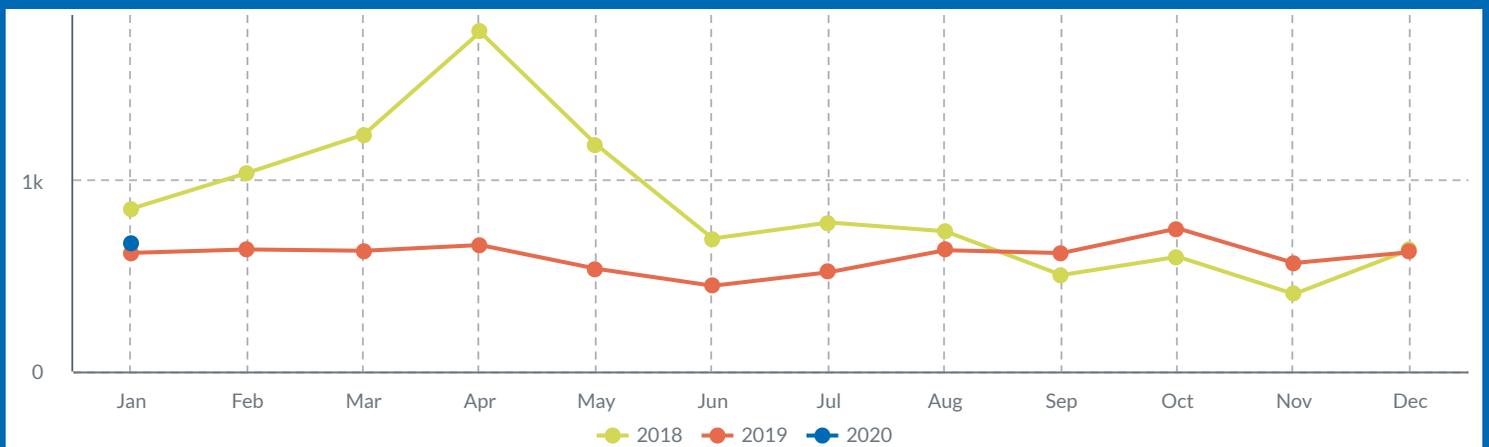
JOB VIEWS BY CHANNEL

Numbers reflect all job views that were generated by a paid marketing channel.



- 37% GOOGLE + BING PAID SEARCH
- 29% LINKEDIN
- 12% INDEED SPONSORED
- 10% APPCAST
- >1% NICHE POSTING
- 2% PRINT AD
- 6% RETARGETING
- 2% TALENT COMMUNITY EVENT EMAILS

RN Application Volume



1.14 RN EVENT RESULTS



83
RSVPs



39
Interviews



51
Attendees



10
Offers



8
Hires



\$ 351
Per Hire

UP NEXT!

Experienced RN Mix & Mingle

Thursday, March 12 • 5-8 PM

Tavern in the Square
900 Chelmsford Street
Lowell, MA 01851