

Recruitment Marketing

April 2020



-0.7% Y/Y

39,713
VISITS



-89% Y/Y

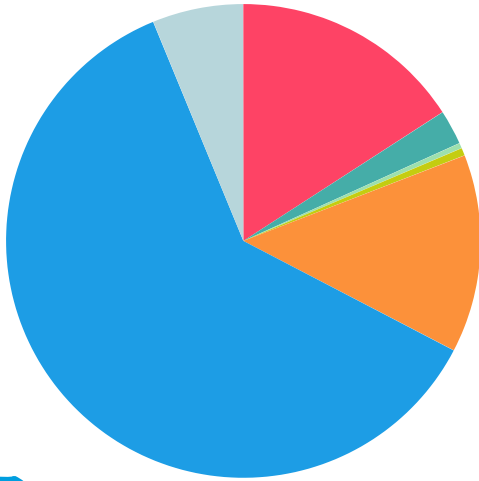
36,934
JOB VIEWS



-49% Y/Y

6,173
APPS

APPS BY CHANNEL



Numbers reflect activity that was generated by a paid marketing channel.

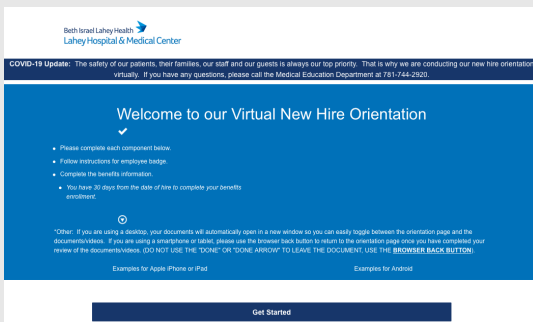
- 16% GOOGLE + BING PAID SEARCH
- 61% LINKEDIN
- 6% INDEED SPONSORED
- 2% APPCAST
- 0% NICHE POSTING
- >1% HOMEPAGE POP-UP
- 14% RETARGETING
- >1% TALENT COMMUNITY EVENT EMAILS

KPI



15.5%
CONVERSION RATE
-11.5% Y/Y

Going Virtual



The newly developed virtual orientation platform was rolled out to support the LHMC Residency program, allowing new hires to complete their orientation virtually.



The first of many virtual hiring events were held in April by LHMC. Chat events were conducted to interview EVS and Food Service professionals and Registered Nurses.