

Recruitment Marketing

May 2020



-14% Y/Y

36,303
VISITS



-139% Y/Y

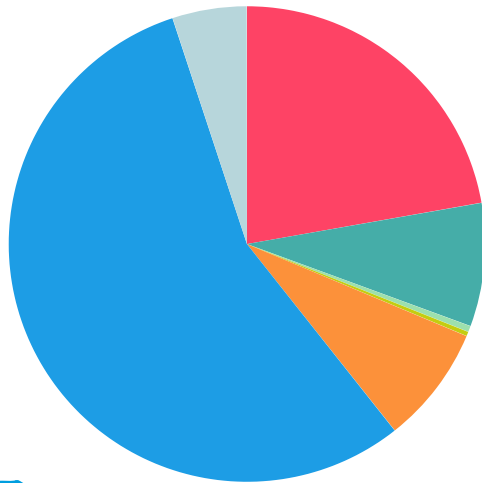
35,368
JOB VIEWS



-117% Y/Y

4,690
APPS

APPS BY CHANNEL



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

- 23% GOOGLE + BING PAID SEARCH
- 55% LINKEDIN
- 5% INDEED SPONSORED
- 8% APPCAST
- 0% NICHE POSTING
- >1% HOMEPAGE POP-UP
- 8% RETARGETING
- >1% TALENT COMMUNITY EVENT EMAILS

KPI



13%
CONVERSION RATE
-12% Y/Y

Full Swing Virtual



LHMC held two chat events to interview EVS and Food Service professionals and Registered Nurses.

So far, 26 candidates have been interviewed.

Two more chat events are schedule for June.