

# Recruitment Marketing

## November 2020



+16% Y/Y

42,172  
VISITS



-19% Y/Y

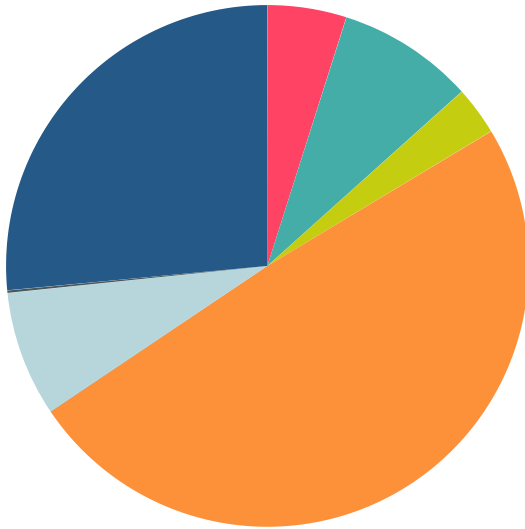
57,252  
JOB VIEWS



+8% Y/Y

7,487  
APPS

### APPS BY CHANNEL



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

5%

GOOGLE + BING  
PAID SEARCH

9%

TARGETED  
BANNER ADS

27%

FACEBOOK

7%

INDEED  
SPONSORED

<1%

NICHE  
POSTING

49%

RETARGETING

3%

TALENT COMMUNITY  
EVENT EMAILS

KPI



18%  
CONVERSION RATE

-1% Y/Y

## LHMC Lab Campaign

BILH LHMC has received a \$10M grant to conduct COVID testing. They will need to fill 46 FTEs by January 1. This is a requirement as they MUST run 6,000 labs per day. Here's how they are marketing to ensure they are fully staffed.

#### Digital Marketing

- Paid Search
- Custom Intent Display & Retargeting
- Facebook Targeted & Retargeting

#### Additional Marketing

- HTML Email
- Direct Mail
- Radio
- Podcast/Streaming Ads
- Indeed & Niche Job Posting

1.8 M

Impressions

14.5k

Clicks

120

Forms

931

Applications