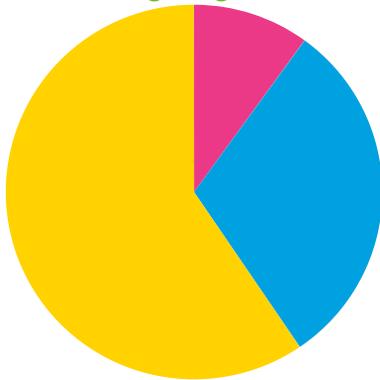


# May Recruitment Marketing Metrics

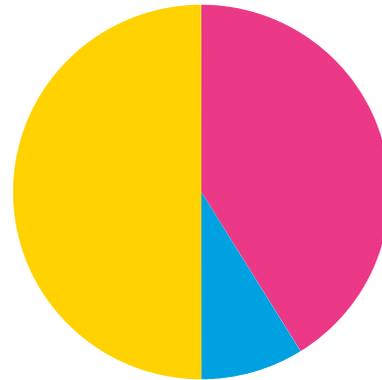


## Activity by Source

Landing Page Visits



Leads



PPC



FACEBOOK



GOOGLE  
DISPLAY



RETARGETING

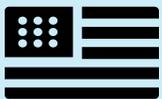
## Traffic Report



21%  
Traffic is Local



26%  
Traffic is from  
Florida/Georgia  
but not local



53%  
Traffic is from  
out-of-state

Numbers reflect IP recorded zip codes for candidates who completed a form on a landing page.

## Ideas for Recruiting + COVID-19

We are ready to update all ongoing campaigns to adjust the messaging to be COVID-19 specific. In addition, here are some other ideas:

- Operate virtually  
Virtual Orientation
- Give candidates information  
COVID-19 FAQ Page
- Make information easy to find  
Homepage Pop-up
- Offer more communication channels  
Live Chat