

May Recruitment Marketing Metrics



2,671
VISITS



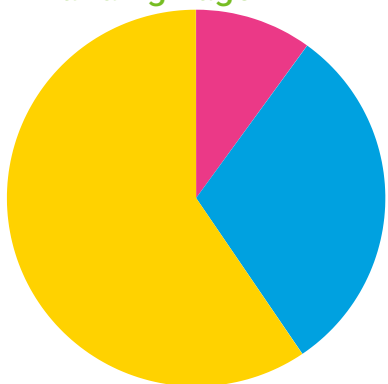
28
LEADS



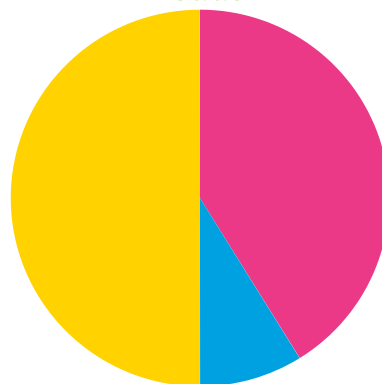
5
CAMPAIGNS

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**