

# April Recruitment Marketing Metrics



3,564  
VISITS



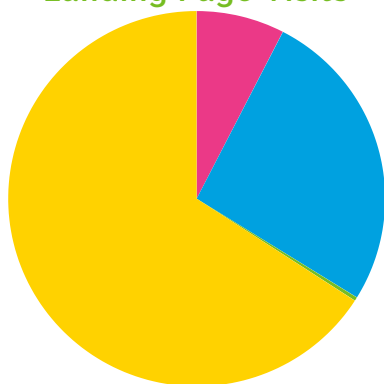
33  
LEADS



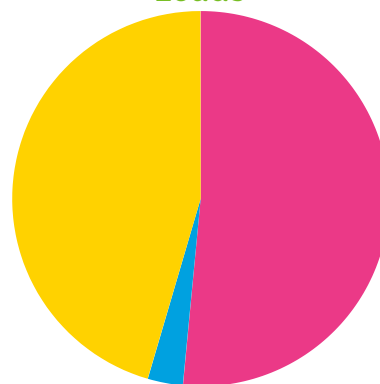
5  
CAMPAIGNS

## Activity by Source

Landing Page Visits



Leads



PPC



FACEBOOK



GOOGLE  
DISPLAY

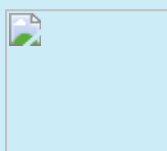


RETARGETING

## Traffic Report



30%  
Traffic is Local



52%  
Traffic is from  
Florida/Georgia  
but not local



18%  
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