

# Search Strategy with Video

## Challenge

Suncoast Hospice is the nation's largest not-for-profit, community-based provider of hospice and palliative care. The Hospice provides care for tens of thousands of people annually, and leads innovative service delivery, social change advocacy, technology development and other end-of-life initiatives. Even though Suncoast Hospice is a regional entity, the organization is nationally recognized for the exceptional care it provides.

When TMP began working with the Hospice, recruiting was primarily fueled by print and job board advertising. The organization knew it needed to move its recruiting strategy to the next level by including digital solutions and other innovative search strategies. Despite reduced hiring needs as a function of the economic climate, Suncoast Hospice was forward-thinking and was determined to re-invest in targeted recruiting strategies that would maintain, and even increase visibility, setting the stage for planned facility openings in the near future.

## Solution

TMP Worldwide recommended video as one element that could help move Suncoast Hospice toward their ambitious goal. This solution capitalized on their national recognition, while also serving to strengthen the organization's visibility and recognition. TMP Worldwide worked with Suncoast to develop an emotionally impactful video that highlighted the organization and the opportunities from a career perspective. The video was housed online and could be embedded on all social network sites utilizing the interactive platform delivered by MadDash E-Media, a leading national electronic media company.

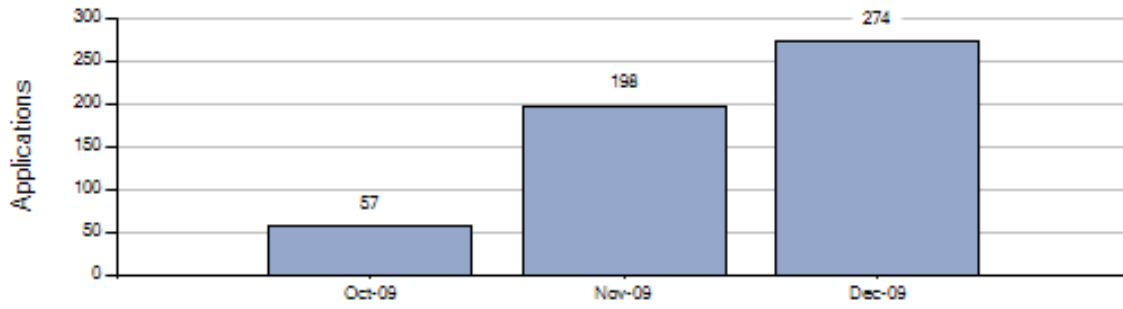
The video itself was very well received by the client, and TMP Worldwide wanted to further ensure that traffic was driven to the site as effectively as possible to promote the new content. Therefore, TMP further leveraged the search engine optimization and marketing strategies that were already in place for Suncoast Hospice to promote the new video.

## Results

The video has been extremely effective in taking people to the Suncoast Hospice career site. Frank Huthnance, HR Director of Suncoast Hospice, also featured the video in his recruiting blog.

In fact, Frank has received many responses to the video, including one person who stated: "I was so impressed with the video, I decided to check out the website." This person was interested in a volunteer position, and went on to say, "I am anxiously awaiting my volunteer coordinator's call so I can get started."

The Suncoast video was launched in December of 2009.



Our reporting for Suncoast Hospice shows that applications on the career website had already begun to markedly increase by the end of December, and we will continue to track the success of the video and share related results.