

# TalentBrew

## Challenge

WakeMed is an 870-bed private, not-for-profit health care system based in Raleigh, North Carolina. It was named among the 50 Top Hospitals in the nation based on the Leapfrog Hospital Quality and Safety Survey. WakeMed offers unique services that bring added value to the communities they serve, including:

- North Carolina's first freestanding [Children's Emergency Department](#)
- [WakeMed Heart Center](#) – #1 in volume among all NC hospitals providing cardiac care
- [Mobile critical care services](#) offering ground and air transport for adults and children.
- One of eight [mother's milk banks](#) in the world.
- Two nationally accredited Chest Pain Centers.

WakeMed approached TMP because they knew how important it was to utilize technology to increase the efficiency of their media placements and increase their visibility with the search engines. Their previous media plan had a significant amount of their budget dedicated to print advertising, and there was no way of tracking the effectiveness of the media. WakeMed knew that print was not the most effective or efficient way to attract candidates. There was also an opportunity begin a relationship marketing campaign to build a database of “warm” candidates with 2 years' worth of applicant tracking data

## Solution

TMP Worldwide worked with WakeMed to develop a media strategy that involved a shift from primarily print and journal placements to more online placements and banner ads, including a comprehensive Search Engine Marketing plan. All of the media was trackable, and therefore WakeMed knew where the most candidates were coming from, allowing them to optimize their media spend as the campaign was going on.

We also implemented our TalentBrew product. TalentBrew is a WakeMed-branded website that takes jobs and groups of jobs and creates branded landing pages. This way, candidates coming from particular advertisements or web searches will be directed to a landing page tailored just for them – with jobs and content that are relevant to them and their needs. The landing page directing candidates back to the WakeMed ATS to apply.

The TalentBrew landing page also collected data for WakeMed – by allowing users to enter their data to opt in to receive a career newsletter. It even allowed WakeMed to engage interested prospects from their applicant tracking system (ATS) via automated email. These are passive jobseekers that may not be ready to apply for a job at WakeMed, but would like to stay in touch with the organization.

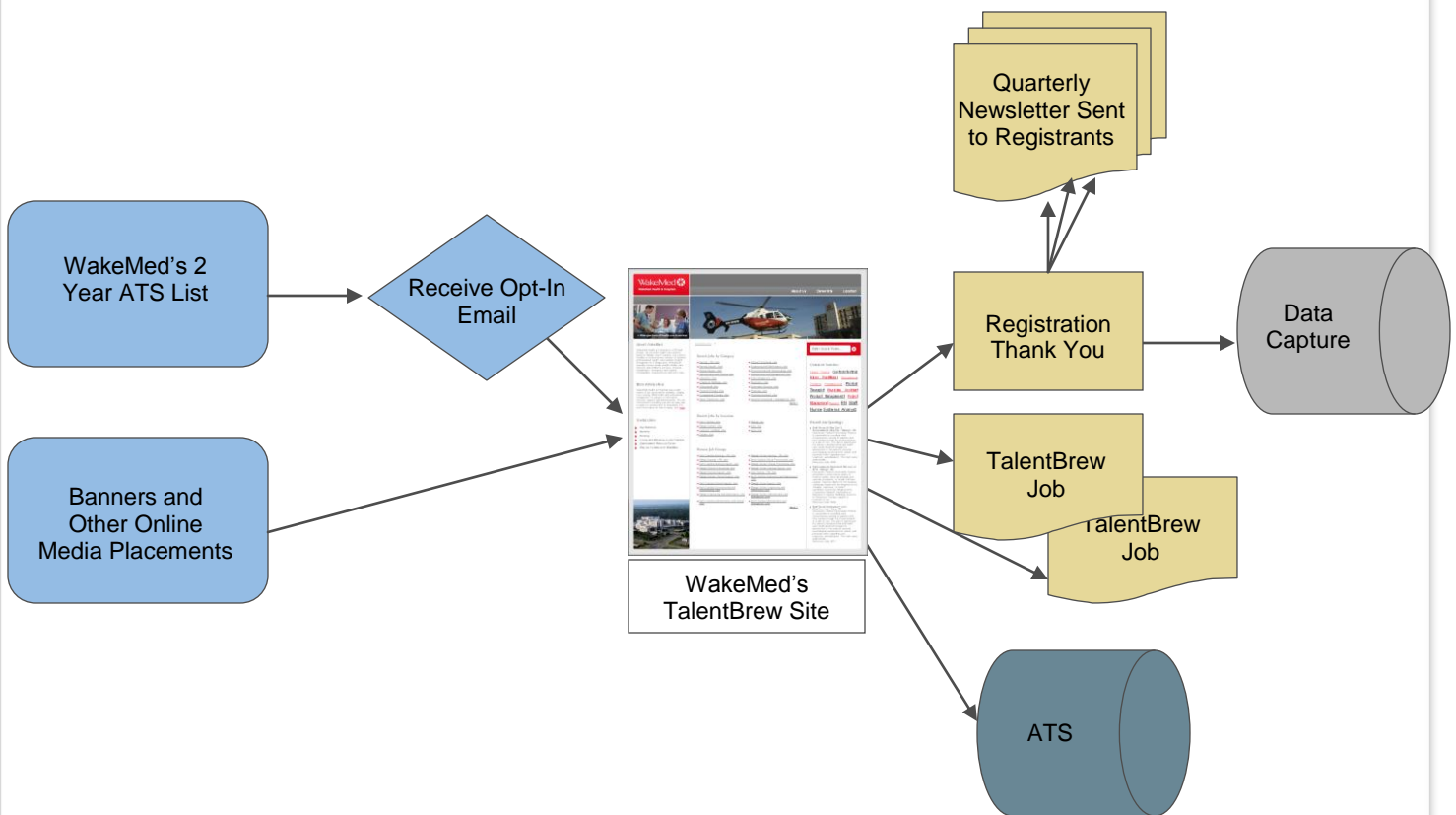
## Tactics

By creating landing pages and directing candidates who have entered specific keywords into a search engine here rather than to the corporate/careers home page, WakeMed is bringing relevant content to the user and decreasing the number of clicks they will need to go through to find information, thus increasing conversion percentage and lowering ROI. And TalentBrew is designed to be optimized for search engines and is an ongoing process, thus increasing WakeMed's visibility in organic searches on the major search engines such as Google and Yahoo!.

Via TalentBrew, WakeMed is also able to send email communication to the "passive" candidates in their ATS asking them to opt-in to receive WakeMed quarterly career newsletters (designed by TMP). The email directed them to the TalentBrew site, where they enter their information, which is stored in the database of "warm" candidates. The email functionality within TalentBrew also generated a Thank You page to new opt-ins from the data capture landing page, and with TalentBrew's ability to collect candidate information such as location and preferences, WakeMed was able to send the warm candidates targeted job openings.

In addition, TalentBrew includes a Metrics Gateway, where WakeMed can view their TalentBrew data as well as Campaign Management data. These data show performance and efficiency of their media placements from a candidate's first impression, to their final "Click to Submit." Because of this, WakeMed was able to eliminate the media that were underperforming and reinvest in the lowest-cost, highest performing media.

**Below is a diagram of how TalentBrew works for WakeMed:**



## Results

Moving from a print-heavy media plan to a comprehensive digital recruiting strategy helped WakeMed to attract better candidates, at a lower cost-per-application than print.

In the first month that the new media campaign went live there were over 2,100 additional applications generated. Since the launch, WakeMed has consistently received more applicants, and better candidates, as the TalentBrew landing pages provide candidates with information tailored specifically to them, so those going on to apply are well-informed understand exactly what they're applying for.

Armed with campaign data, WakeMed is making informed decisions regarding media placements and continually increasing efficiency while decreasing spend. For example, WakeMed had a significant contract with CareerBuilder that had been running for a long time. TalentBrew's Metrics Gateway showed that CareerBuilder was WakeMed's highest cost-per-application of the three job websites they were using, so they were able to drop to two job sites and put the money they saved into Search Engine Marketing and Relationship Marketing.

Plus, with the significant online media WakeMed has placed, and the targeted landing pages that are in place, they have an even better employment branding presence in the market than before.

### Search Engine Marketing Sample Result

WakeMed's Search Engine Marketing strategy has been quite effective, yielding an average cost-per-application of \$3.18 in May 2010. This strategy involves paid placements, such as the link below:

The screenshot shows a Google search results page for the query "pharmacist job raleigh nc". The search results include several organic listings from Indeed.com and a sponsored link for "Pharmacist Jobs - WakeMed". The sponsored link is highlighted with a red box and a red arrow pointing to it from the text "Search Engine Marketing Result".

**Search Engine Marketing Result**

**Pharmacist Jobs - WakeMed**  
jobs.wakemed.org Join WakeMed: Flexible Schedule Great Benefits. Apply Online Today!

**Pharmacy Jobs**  
Search hundreds of pharmacy jobs and apply today!  
www.AllRetailJobs.com

**Pharmacist Job**  
Perm, travel and per-diern positions  
Find pharmacist jobs today!  
RxProHealth.com/pharmacist-jobs

**Pharmacy Jobs at Mission**  
Discover Mission Hospital - search and apply online today! Join Us.  
www.missionhospitals.org  
North Carolina

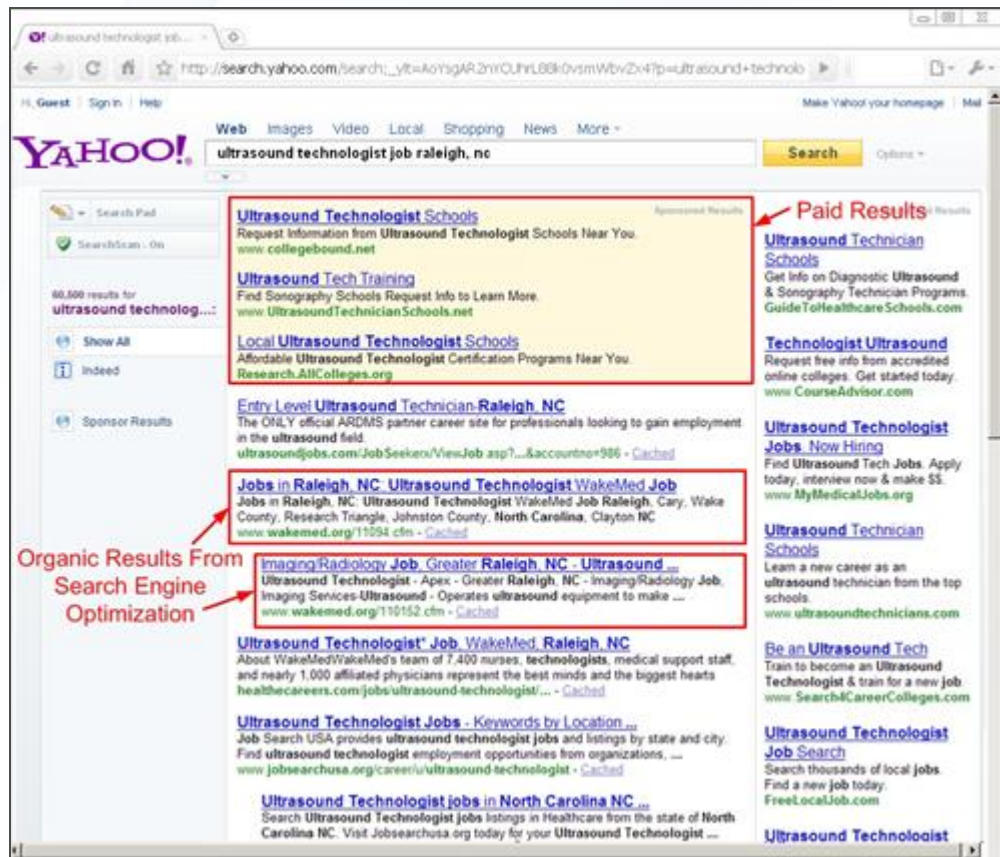
**Local Jobs (Hiring Now)**  
**Raleigh North Carolina Pharmacy Jobs**  
Apply Today!  
Jobs.Kosmix.com  
Raleigh-Durham (Fayetteville), NC

**NC Pharmacist Jobs**  
Find NC Pharmacist Jobs Online Today!

## Search Engine Optimization Sample Results

This strategy drives candidates to WakeMed's landing pages via natural search engine results, and has also been very effective. For a 90-day period from March 2010 – June 2010, WakeMed websites garnered more than 70,000 page views from organic search results. At that time, they had 68 keywords showing up in the top 10 search results, and 85 in the top 20.

The sample below shows a WakeMed TalentBrew landing page as the 2<sup>nd</sup> and 3<sup>rd</sup> results for the search "ultrasound technologist job Raleigh, NC."



## CREATIVE SAMPLES

This landing page targets nurses, and allows candidates to subscribe to have jobs delivered to them and/or receive the WakeMed career newsletter. Clicking a job will take you to WakeMed's applicant tracking system to apply online.

The screenshot shows a web browser window displaying the WakeMed Jobs and Careers page. The page features the WakeMed logo, navigation links for 'About Us', 'Career Site', and 'Location', and a large image of two smiling nurses. The main content area is titled 'Nursing - RN' and includes a detailed description of the role, an 'About WakeMed' section, and 'Useful Links'. A central table lists various nursing jobs with columns for Job Title, Location, and Date. To the right, there is a 'Watch Our Jobs' section with a subscription form and a search bar. Below the search bar, there are 'Common Searches' and 'Recent Job Openings'.

Job Title	Location	Date
<a href="#">Staff Nurse Critical Care (RN) (FT)</a>	Raleigh, NC	07/10/2010
<a href="#">Staff Nurse Day (13a-11a)</a>	Raleigh, NC	07/10/2010
<a href="#">Staff Nurse Home Care (7a-7p)</a>	Raleigh, NC	07/10/2010
<a href="#">Staff Nurse Nights (FT)</a>	Raleigh, NC	07/10/2010
<a href="#">Staff Nurse Nights (FT) (FT)</a>	Raleigh, NC	07/10/2010
<a href="#">Ambulatory Care Nurse</a>	Raleigh, NC	07/09/2010
<a href="#">Ambulatory Care Nurse</a>	Raleigh, NC	07/09/2010
<a href="#">Staff Nurse Stroke Care Services</a>	Raleigh, NC	07/09/2010
<a href="#">STAFF NURSE</a>	Raleigh, NC	07/09/2010
<a href="#">Staff Nurse Post-Op/Stroke</a>	Raleigh, NC	07/09/2010
<a href="#">Staff Nurse Surgical Resources Center 3 (Consultant/Desk)</a>	Raleigh, NC	07/09/2010
<a href="#">Adult Specialist RN Supplemental</a>	Raleigh, NC	07/07/2010
<a href="#">STAFF NURSE</a>	Raleigh, NC	07/07/2010
<a href="#">Staff Nurse Detail</a>	Raleigh, NC	07/06/2010
<a href="#">Staff Nurse Critical Care (RN) (FT)</a>	Cary, NC	07/02/2010
<a href="#">Staff Nurse Day (10a-6p) (Supplemental)</a>	Raleigh, NC	07/02/2010
<a href="#">Staff Nurse Chest Pain Center (RN/Consultant)</a>	Cary, NC	06/30/2010
<a href="#">Staff Nurse Critical Care</a>	Raleigh, NC	06/30/2010
<a href="#">Staff Nurse Critical Care (RN) (FT) (Desk)</a>	Raleigh, NC	06/30/2010
<a href="#">Staff Nurse Surgical Resources Center 1 (Supplemental/Desk)</a>	Raleigh, NC	06/30/2010

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Below is an email that was sent to those candidates who elected to receive WakeMed's career newsletter.

