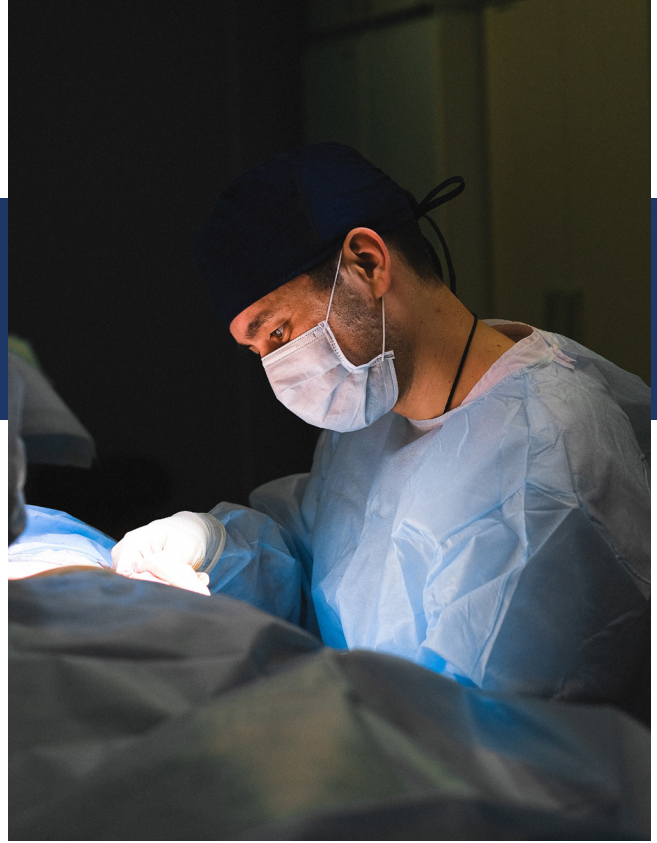


CASE STUDY ↙

HEALTHCARE RECRUITMENT ADVERTISING RESULTS

A physician management and staffing company looking to recruit surgeons and target hospital administrators.



OBJECTIVES

Our healthcare client had two main objectives:

Recruitment:

Target historically difficult-to-recruit orthopedic and general surgeons.

Business Development:

Target hospital administrators to create brand awareness of our clients innovative staffing solution. Outsourcing recruitment to a specialized healthcare recruiting company can lead to a more streamlined and efficient recruitment process, ensuring access to a pool of highly qualified surgeons.

JSJD Media created and continues to optimize the audience to ensure we reached the right person, with the right message, at the right time.

Persona Targeting

- Job Titles
- Geographic Area
- Area of service

Additionally, JSJD Media retargets people who have clicked on ads to increase consideration after they have already engaged.

RESULTS

3.69

MILLION
IMPRESSIONS

28.6k

CLICKS

0.78%

CLICK-THRU RATE