



# OAKBEND MEDICAL CENTER PAID SOCIAL CASE STUDY

Oakbend Medical Center is a non-profit healthcare provider that offers a range of services including primary care, emergency care, surgery, imaging, and rehabilitation.

**CAMPAIGN TYPE:** ON-SITE EMPLOYMENT RECRUITING

**INDUSTRY:** HOSPITALS IN THE US

## Campaign Preview

Oakbend's primary goal for this campaign was to recruit nurses, ER techs, and unit secretaries for employment at their Fort Bend, TX hospitals. The location targeting for the campaign was local to the Fort Bend area and job applications were collected via a landing page created specifically for this campaign.

## Challenges

All employment ads on Facebook must be placed in Facebook's Employment Special Ad category. This category prevents discrimination in employment promotion by removing advertisers' ability to target based on age, gender, education, or zip code, and limiting interest-based targeting. These targeting restrictions have the potential to limit the overall effectiveness of a campaign.

## Solutions

To combat the limited and broad targeting from the Special Ad category, we stacked multiple layers of targeting to identify potential applicants. In this instance, we combined broad industry interests (Biology, Medicine, Health & Wellness, etc.) with career seeking interests (Job Hunting, Job Interview, etc.) to create a refined and relevant audience.

## OUR STRATEGY

### Creative + Copy Testing

Testing multiple versions of ad copy and creative is critical for the success of any Facebook campaign. Throughout this campaign, we tested 2-4 ad variations at any given time, identifying the versions that generated the most clicks and leads at the lowest cost. From there, we repeatedly optimized by turning off ad variations with lower performance to avoid wasting money on underperforming ads. Over the course of the campaign, this process was repeated several times as fresh ads were integrated.

### Accurate Conversion Tracking

A landing page was created for this campaign where applicants could learn more about open positions and easily submit an application. After completion of their application, they are redirected to a confirmation page, which provides our team with an accurate picture of the entirety of the applicant journey (clicking on the ad, viewing the landing page, and completing the application). This data allows us to identify the ads that not only engage potential applicants on the platform (i.e. generate clicks) but which ads are the generating completed applications.



## THE RESULTS

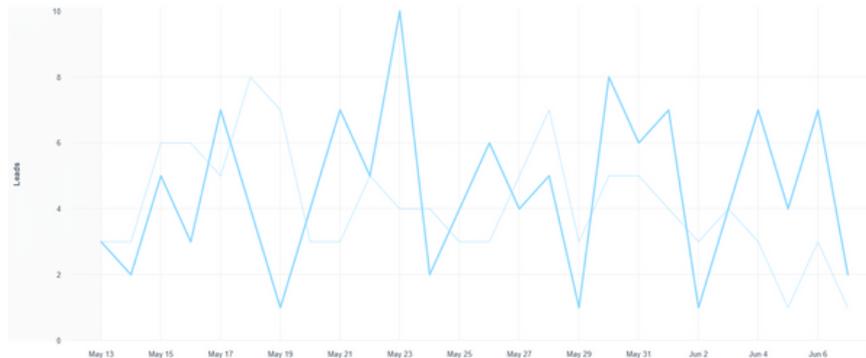
Of Paid Social Management September 20th - June 8th, 2023

<u>Clicks</u>	<u>Cost Per Click</u>	<u>CTR</u>	<u>Leads</u>	<u>Cost Per Lead</u>
<b>7.92K</b>	<b>\$0.75</b>	<b>1.76%</b>	<b>800</b>	<b>\$16.54</b>



### LEAD GENERATION & COST PER LEAD

Oakbend Medical Center saw a ~12% increase in Leads and a ~22% decrease in the Cost Per Lead in the most recent four weeks of Facebook Ads Management compared to the first four weeks, with a total of 119 Leads at a \$11.19 Cost Per Lead - despite 12% lower ad spend.



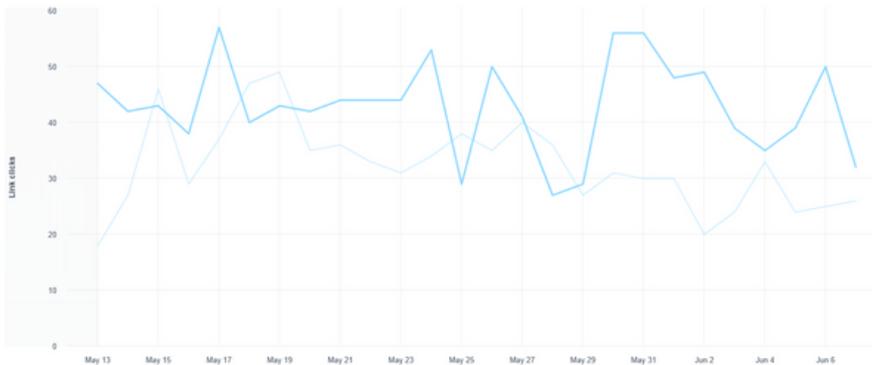
### LEADS

- May 13th to Jun 7th, 2023
- Sep 20th to Oct 15th, 2023



### CLICKS & COST PER CLICK

Oakbend Medical Center saw a ~32% increase in Clicks and a ~33% decrease in the Cost Per Click in the most recent four weeks of Facebook FB Ads Management compared to the first four weeks, with a total of 1.1K Clicks at a \$1.17 Cost Per Click - despite 12% lower ad spend.



### LINK CLICKS

- May 13th to Jun 7th, 2023
- Sep 20th to Oct 15th, 2023

### PREVENTING CREATIVE FATIGUE

Creative fatigue is a drop in campaign performance caused when an ad has been delivered to a target audience too many times. As a long-term campaign with a local audience, Oakbend's ads are susceptible to fatigue. We added fresh ads to our campaign whenever the ad frequency approached unacceptable levels to prevent creative fatigue and prevent Cost Per Result from dipping.

