

A woman with curly hair, wearing a light blue scrub top and purple scrubs, stands in a modern hospital hallway with large windows and metal railings. The image is dimmed to serve as a background for the text.

ACCELERATE LEXINGTON

CERTIFIED NURSING ASSISTANT (CNA) RECRUITMENT CAMPAIGN

PURPOSE

Talent recruitment initiative to tackle Lexington's workforce shortage – starting with Healthcare

PARTNERS





GOALS

1

Create awareness for the Healthcare industry via traditional and non-traditional marketing methods

2

Recruit and secure 50 program leads

3

Register 30 people for “matchmaking” event

4

Accept 15 candidates into a CNA cohort at BCTC and provide them with all necessary materials at no cost to them.

5

Pay students \$15/hr while training



TIMELINE

Campaign Kick-off

November 2021

December 2021

January 2022

- Signed PSA with LFUCG

- Convened Healthcare Providers for first meeting

- Providers Identified CNA as the biggest opportunity. Agreed to pay \$15/hour

- Marketing team started discovery and research

- Approved Marketing plan

TIMELINE

Marketing Kick-off

May 18, 2022
Matchmaking
Event

June 13th
Class
Begin

February 2022

August 2022

5 Weeks

3 Weeks

4 Weeks

2.5 Weeks

8 Weeks

- Planning
- Video Shoots (3)
- Creative Asset Development

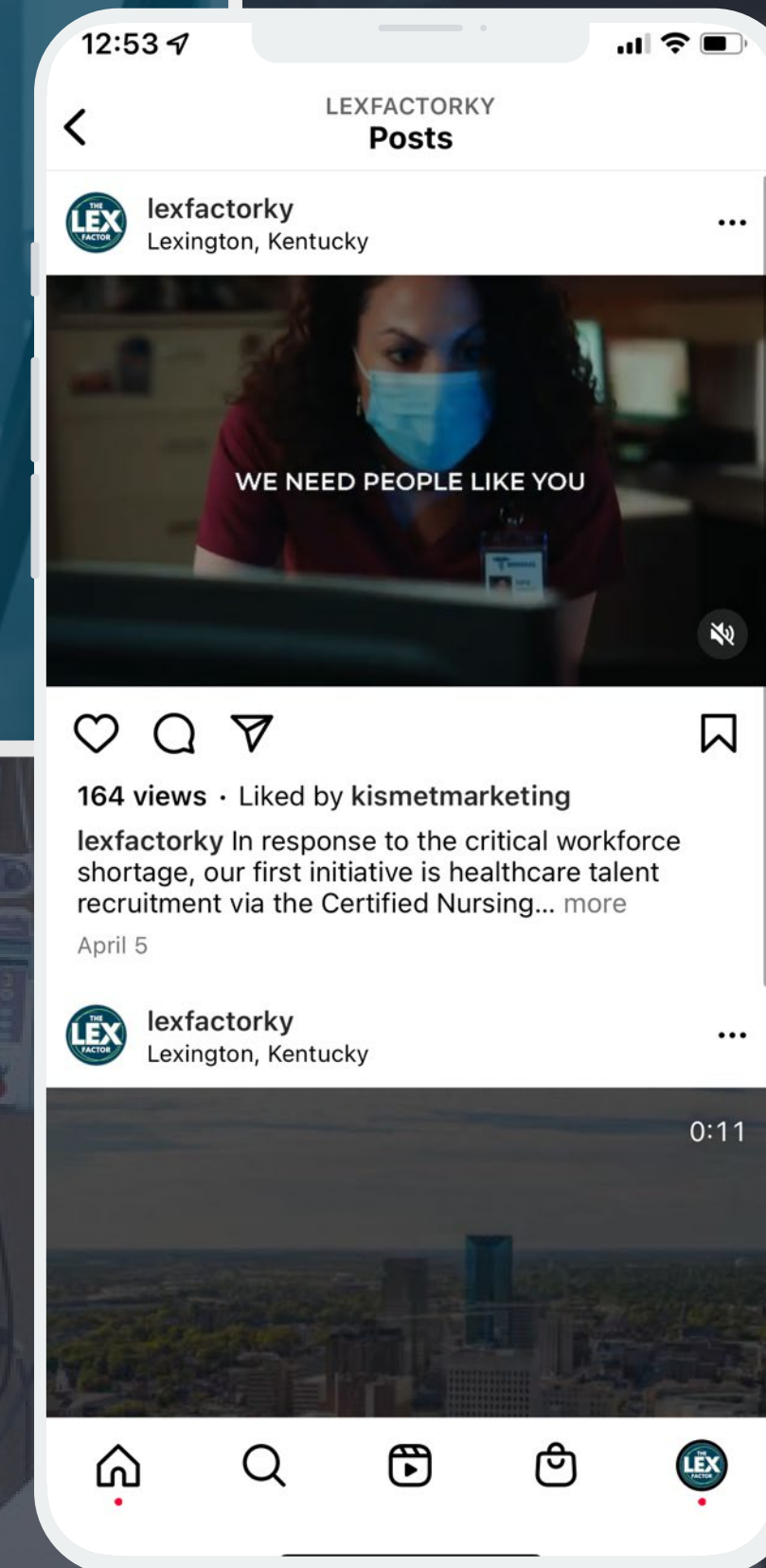
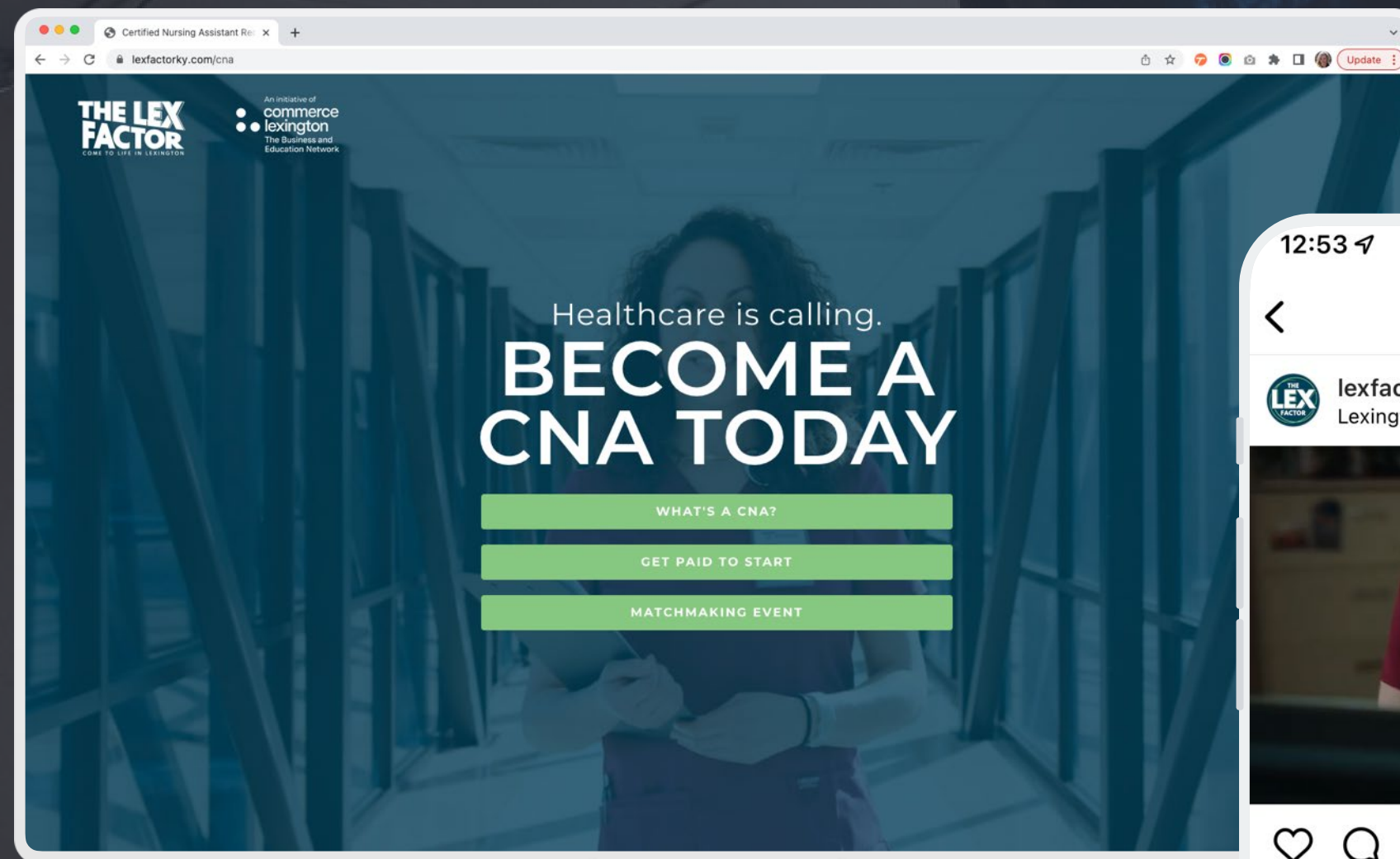
- Website Launch
- Press Release
- CNA Awareness Ad Flight

- CNA Awareness + Matchmaking Event Ad Flight
- WDKY Feature

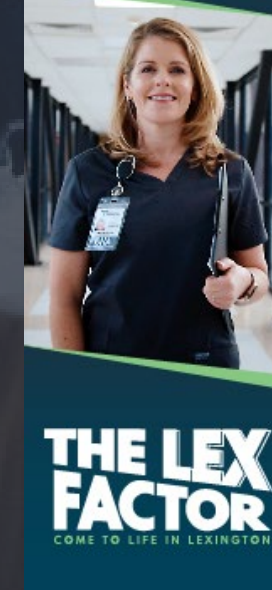
- Candidate Applications / Interviews
- Two cohorts accepted (30 people total)
- Background Checks

- Class completed
- Begin working!

ASSETS



- 1 Website
- 2 Social Media
- 3 Video
- 4 Digital Ads / Marketing
- 5 Lead Nurturing (Email / Text Engagement)
- 6 Press Release



MEDIA PLACEMENT

Google Ads

721,542

TOTAL IMPRESSIONS

YouTube Ads

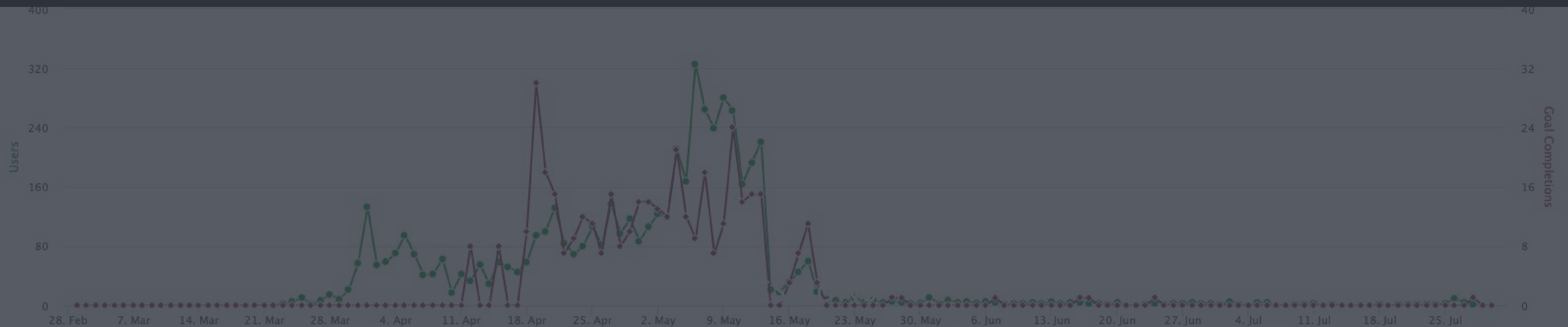
125,398

TOTAL IMPRESSIONS

Facebook Ads

80,717

TOTAL IMPRESSIONS



TARGET AUDIENCE

In addition to general demographics, we focused on *demonstrated behaviors* and previous searches:

General Demographics

- 18 – 65+
- All genders (started w/primarily female and expanded criteria)
- 40 miles radius of Lexington

Google Ads

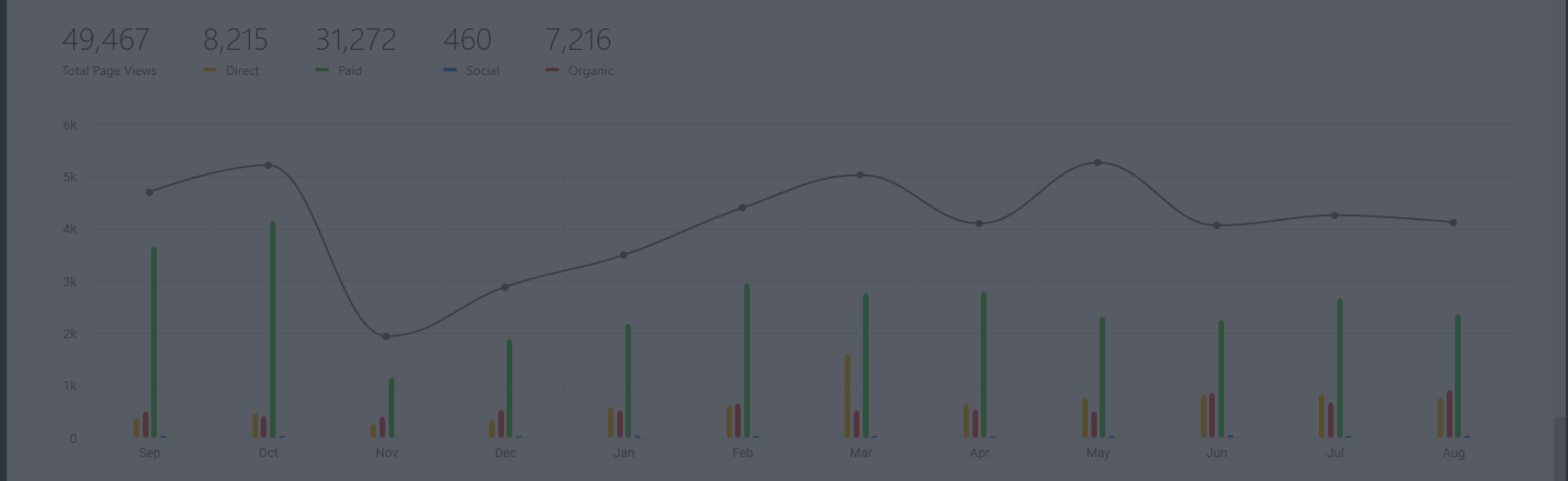
(In-market display segments)

- Best jobs
- Job opportunities
- Employment
- Health and medical jobs
- Anyone who previously Googled 'CNA jobs,' 'CNA employment' or 'CNA training'

Facebook Ads

- Nursing
- Entry-level Jobs
- Recruitment
- Job Interviews
- Employment
- Careers
- Career Development
- Health and Wellness
- Training
- Higher Education
- Application for Employment
- Employment Websites
- Education
- Job Fairs
- Job Hunting

- Dashboard
- Conversations
- Calendars
- Contacts
- Opportunities
- Marketing
- Automation
- Sites
- Reputation
- Reporting



LEAD NURTURING

AMPLIFY

Automated /
Pre-Scripted
Emails and Texts



Event signup confirmation
and scheduled reminders



Started to sign up but did
not complete registration



WINS

1

Marketing / outreach were extremely successful

2

394 Total leads (*788% over goal*)

3

86 Matchmaking event attendees (*287% over goal*)

4

Three (3) additional classes slated for early 2023!

LESSONS LEARNED

1

Need additional time between event and start of classes to interview more candidates

2

Each healthcare partner needs their own cohort and event

3

Need to be able to provide wrap around service contacts to those that don't make the cut

4

Virtual Options needed for more flexibility

Demographics

Male- 2
Female- 13

| | |
|-----------|----------|
| Asian- 1 | White- 4 |
| Black- 6 | Other- 3 |
| Latino- 1 | |

| | |
|-----------|------------|
| 18-25 (9) | 42-49 (2) |
| 26-33 (1) | 50-57 (1) |
| 34-41 (1) | 58- 65 (1) |

QUESTIONS

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