



Senior Living Community Saves \$1,000/month in Advertising & Fills Three Executive Positions

With Conversion Logix

THE RESULTS

- Four Highly Qualified Candidates Interviewed
- Open Executive Director Position Filled
- Assistant Director Hired at the Same Location
- Executive Director Hired for Nearby Location

The Situation

An award-winning west coast senior living company was struggling to fill an Executive Director (ED) position at a key location in their 17 property portfolio. They promoted the current ED and needed to find a replacement in a challenging recruiting market. They attempted to fill the vacant position by advertising a \$30,000 signing bonus on the job listing sites Indeed and Glassdoor. Despite investing \$2,000-\$2,400/month on job listing ads and offering an attractive signing bonus, they weren't able to recruit any qualified candidates.

The Solution

The company had been working with Conversion Logix as their primary digital marketing agency for years. In a regularly scheduled client meeting with this company's sales and marketing leadership, their **account manager learned they were struggling to hire an Executive Director and proposed a marketing strategy at half the monthly cost of their current ad campaigns to recruit qualified candidates.**

The Conversion Logix account manager recommended a highly targeted digital advertising and lead capture strategy to reach qualified candidates. **Within 45 days after the recruiting campaign launched, the community identified four highly qualified candidates and hired one for the ED role.** Since the pool of candidates was so strong, they hired one of the other candidates as an Assistant Director for the same location and a second Executive Director for another location, filling three leadership roles with one campaign.



The Strategy

Rather than waiting for prospective candidates looking for a new job to discover this community on a listing site, we directly targeted executive directors and roles with similar experience. This enabled us to expand the target audience to include both active and inactive job seekers. **Advertising on multiple channels allowed us to increase the frequency with which candidates saw the job opportunity.** We paired the advertising strategy with a lead generation strategy to enable the community the ability to quickly follow up with potential candidates.

Social Media Marketing Strategy

We ran ads across Facebook and Instagram with imagery of the team and copy that highlighted the open positions at the community. **We targeted social media users with relevant job titles and interests** to help this community expand their pool of potential candidates. We set up conversion tracking and campaign optimizations to give the platform the data it needed to target high-intent candidates who were the most likely to visit the career page and submit an application.

Precision Mobile Targeting Strategy

In addition to social ads, we launched banner ads with hyper-local targeting to promote the job opportunity and signing bonus. We **targeted competitor senior living communities** nearby to try to recruit qualified candidates in active positions.

Lead Generation Strategy

We used the [Schedule Genie](#) and [Spotlight](#) application in [The Conversion Cloud®](#) to convert candidates on the community's website. We ran two calls to action: "Schedule an Interview" which enabled them to book a time to interview, and "Job Opportunities" which sent them an automated email with the link to the Careers Page. Both calls to action prompted website visitors to give the community their full name, **email, and phone number and fill out mandatory pre-qualification questions.**

KEY TAKEAWAYS

1. Sometimes pull marketing strategies (posting a listing on a job site) aren't enough to fill a position in a competitive market. Push strategies (like social advertising or location targeting) can help you expand your audience and get in front of qualified candidates that aren't active in the job search market.
2. Pair your advertising strategy with lead capture strategies on your website to give your HR team the ability to quickly pre-qualify and follow up with leads and your advertisers the data they need to optimize campaigns.

**UNCOVER NEW OPPORTUNITIES TO REACH
FUTURE RESIDENTS & EMPLOYEES**

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