



CLIENT C

Overview of the Client's
Objectives

Results from working with
Linkability.

Ending summary of clients
experience.

B2B MARKETING - LEAD GENERATION

CLIENT C CASE STUDY

OVERVIEW OF OBJECTIVES

Create a campaign to grow the networks of each recruiter to isolate the ideal prospect and invite the opportunity for a conversation to reach recruiting objectives. Implement messaging based on target audiences, precisely, student nurses and veteran nurses.

Using different platforms and strategies to broadcast their ideas and opinion regarding medical personal careers' in corrections.

IMPLEMENTATION OF GOALS

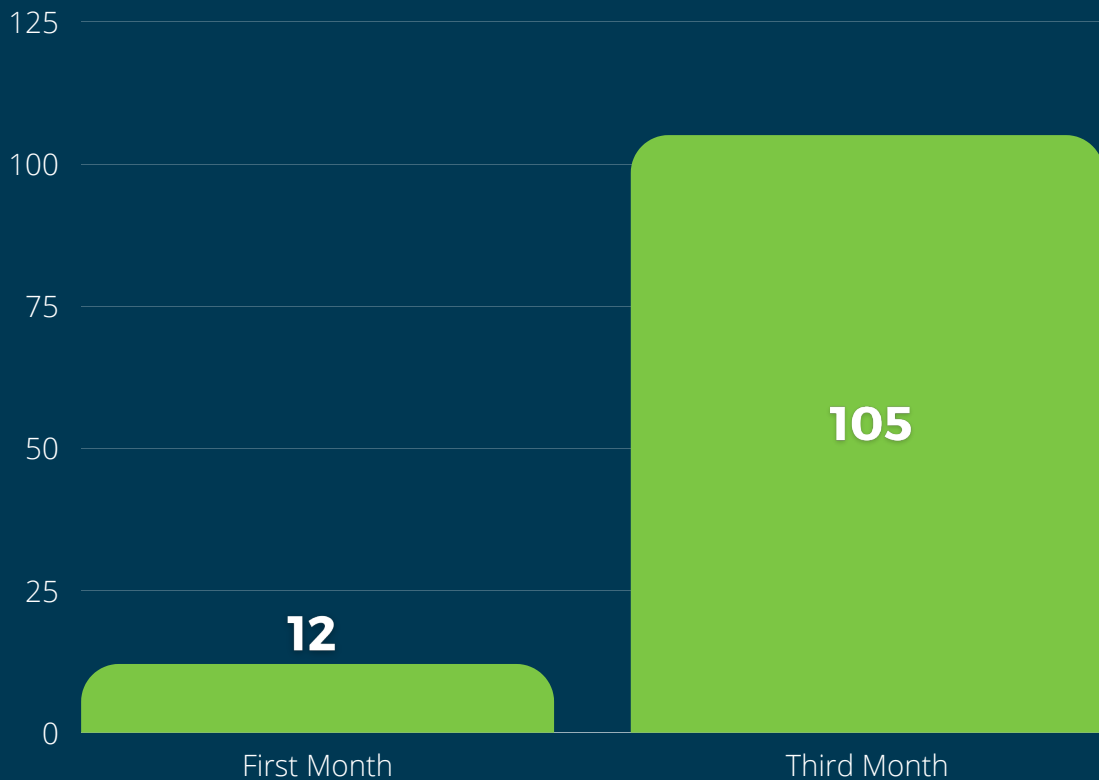
This is being accomplished by using multiple aspects of LinkedIn as the primary mechanism. Doing so involves several strategies and tactics employed to build visibility for each Recruiter and the organization as a whole.

Building and using tailored networks to make personal connections, growing professional status through group invites, and gaining insight into what targeted prospects are looking for in their careers.



LINKEDIN GROUP

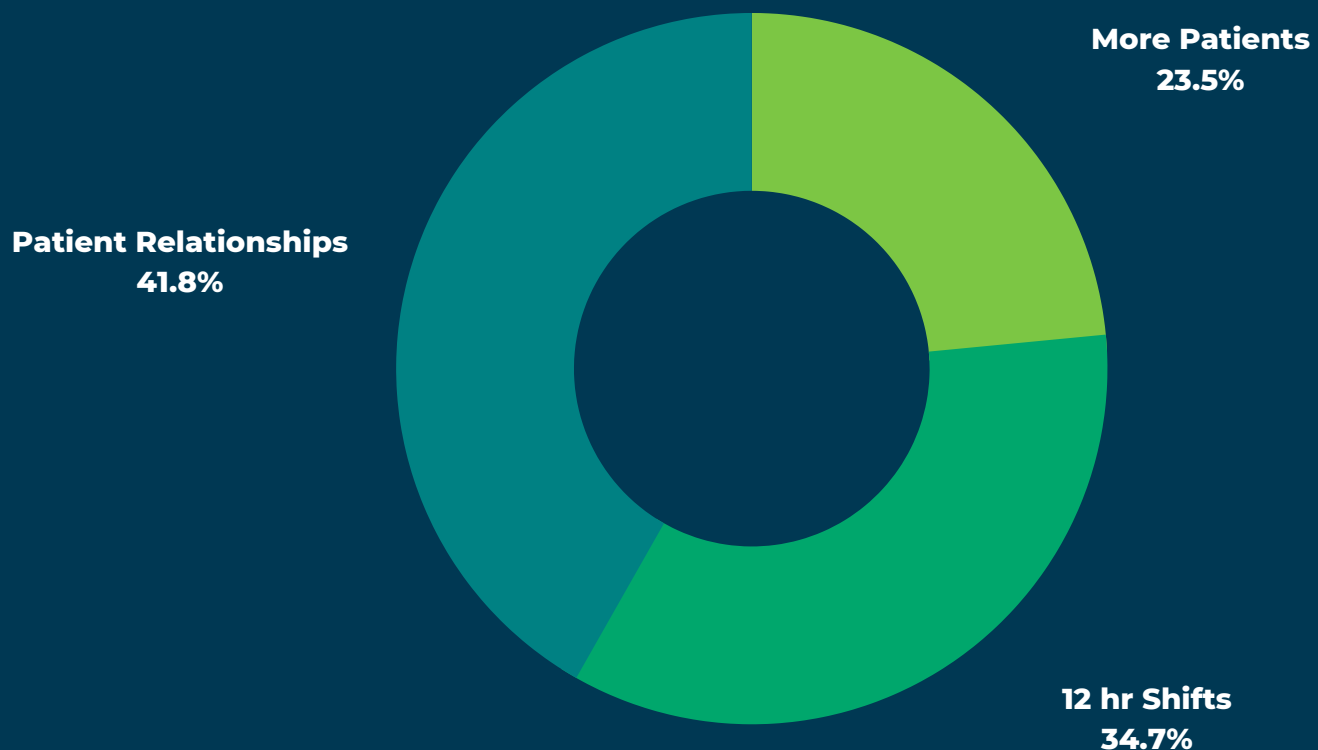
Creating a LinkedIn Group page to create a community of people interested in a medical career in corrections. Promoting conversations and opening up a new line of communication of job opportunities.



A place for people who work in or are interested in a career in corrections. Supporting correctional staff in a discussion of best practices, networking, and collegiality. Sharing stories, tips, and reasons why you work in corrections.

UNDERSTANDING THE CLIENTELE

Top Three Polling Answers From Targeted Connections



By understanding what the targeted perspectives are looking for and wanting in their career paths, we created tailored content to pique their interest in looking at careers for the client's business. We were able to get the insider information through the LinkedIn polling systems that ran for two weeks each in each profile and LinkedIn group.

JOB POSTING

NUMBER OF PEOPLE WHO HAVE APPLIED THROUGH LINKEDIN

90

**CORRECTIONAL
NURSE**

20

**HEALTH SERVICE
ADMINISTRATOR**

41

**DIRECTOR OF
OPERATIONS**

4

**REGIONAL
NURSE
MANAGER**

15

**SENIOR
HEALTHCARE
RECRUITER**

With our marketing strategy through the various LinkedIn accounts we were able to lead people to open the client's jobs that needed to be filled. With our previous groundwork of connecting each profile with specific, tailored connections we were able to funnel more appropriate candidates to each job. In less than a month we were able to fill the Senior Healthcare Recruiter position with more applicants spilling in for the remaining positions.

WHERE WE ARE NOW AND FUTURE STEPS

We have begun to achieve the client's goal by helping to create new connections through each of the recruiters LinkedIn profiles resulting in trusting relationships,

With this trust, we can start filling the open positions.

The recruiters gained substantial influence and continue to be confident and go to person for medical careers in correction. This trust will lead to more opportunities for recruitment.

WWW.LINKABILITY.US

