



**2016**  
Social Media Marketing Plan

# I. Introduction

Avant Healthcare Professionals is the premier staffing specialist for internationally educated nursing and allied health professionals including physical and occupational therapists. The company's social media marketing efforts as outlined in this plan will serve to disseminate this message across various social media channels for the following purposes:

## Increase Brand Awareness

Avant's growing presence on social media puts the Avant brand in front of more people, making it more recognizable to existing HCPs and clients, and giving potential clients and future recruits even more opportunities to hear and share the Avant message.

## Build a Following

When more people are aware of the Avant brand, more people have the opportunity to follow and engage with Avant's content. Having a higher number of followers lends trust and credibility to the Avant brand.

## Brand Loyalty

According to a study by Convince&Convert<sup>1</sup>, 53% of Americans are more loyal to brands they follow than brands they don't. Avant's active engagement on social media will serve to strengthen the company's brand by recruiting and retaining loyal followers who will be more likely to convert to an Avant HCP or client when the time comes.

## Brand Authority

More loyal followers mean more people "talking about" the Avant brand through shares, likes, comments and follows. The more people talking about Avant, the more authoritative the Avant brand will appear to potential clients and HCPs. Avant's ongoing and increasing activity on social media will give people more opportunities to talk about the Avant brand, thereby strengthening its authority.

## Increase Conversions

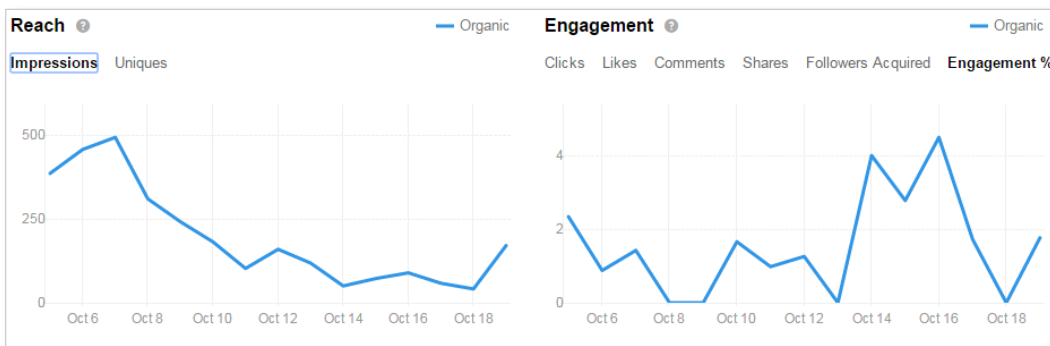
According to a 2014 article from Forbes<sup>2</sup>, "Every blog post, image, video, or comment you share is a chance for someone to react, and every reaction could lead to a site visit, and eventually a conversion.

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<sup>1</sup> Baer, J. 2014. *53% of Americans Who Follow Brands in Social Are More Loyal to Those Brands*. ConvinceandConvert.com

<sup>2</sup> DeMers, J. 2014. *The Top 10 Benefits of Social Media Marketing*. Forbes.com

- **Engagement** – The number of times people interact with Avant’s social content through likes, shares, clicks and comments.
- **Engagement Rate** – The number of unique individuals who engage with Avant’s content as a percentage of the number of people who have been exposed to it (Engagement Rate = Engagement / Reach).
- **Web Sessions** – The number of visits to Avant’s website as a result of the company’s activity on social media.
- **Bounce Rate** – The percentage of people who click a link to visit the Avant website from the company’s social media posts or ads, but leave the website without visiting any other pages or interacting with the page they landed on.
- **Leads** – The number of completed forms containing the contact information of potential clients and HCPs.



Sample data from LinkedIn Analytics

## Campaign Tracking URLs

Tracking parameters for campaign, source and medium will be added to all links within Avant’s social media posts that link to the company’s website.

Sample campaign tracking URL:

[http://www.avanthealthcare.com/?utm\\_campaign=ASHHRA\\_2015\\_Expo&utm\\_source=Facebook&utm\\_medium=social](http://www.avanthealthcare.com/?utm_campaign=ASHHRA_2015_Expo&utm_source=Facebook&utm_medium=social)

Data from campaign tracking URLs will be collected in Google Analytics. Reports generated from Google Analytics will show the amount of traffic each social post or ad sent to the Avant website.

### III. Specific Strategies (Individual Channels)

#### Facebook

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##### *Target Audience*

Avant's primary target audience on Facebook is, and will continue to be, registered nurses, occupational therapists, and physical therapists seeking employment in the United States.

##### *Current Status*

Avant's Facebook page has 289,968 followers (as of 9/9/15). On average, Avant's organic posts make 6,200 impressions, reaching 3,500 people (approximately 1.77 impressions per person). Between 5% and 6.5% of all reached people engage (through likes, comments, shares, clicks) with Avant's content.

Avant's Social Media Committee meets once a week on Thursdays to determine five Facebook posts to be scheduled between 10:00 a.m. and 11:00 a.m. each day of the following work week. Original content for posts are provided by the Recruitment, Employee Support Services, Transitions and Clinical Services teams. Posts are designed to recruit new HCPs by showing them what it's like to work for Avant and persistently encouraging them to complete the company's online application form.

Avant is currently running 60 Facebook ads across three campaigns. Ads are set to target PTs, OTs and RNs in Canada, Australia, New Zealand, Central America, South America, Spain, Kenya, Nigeria, Ireland, England, Finland and Asia with the goal of getting ad recipients to click-through to Avant's online application or "like" the company on Facebook.

##### *What We Plan to Do*

###### *Provide Engaging Content*

Content for original posts will continue to be provided by the Recruitment, Employee Support Services, Transitions and Client Services teams. Photographs and collages of Avant HCPs, as well as highly attractive graphics, will be posted to Avant's Facebook timeline in an effort to increase audience engagement.

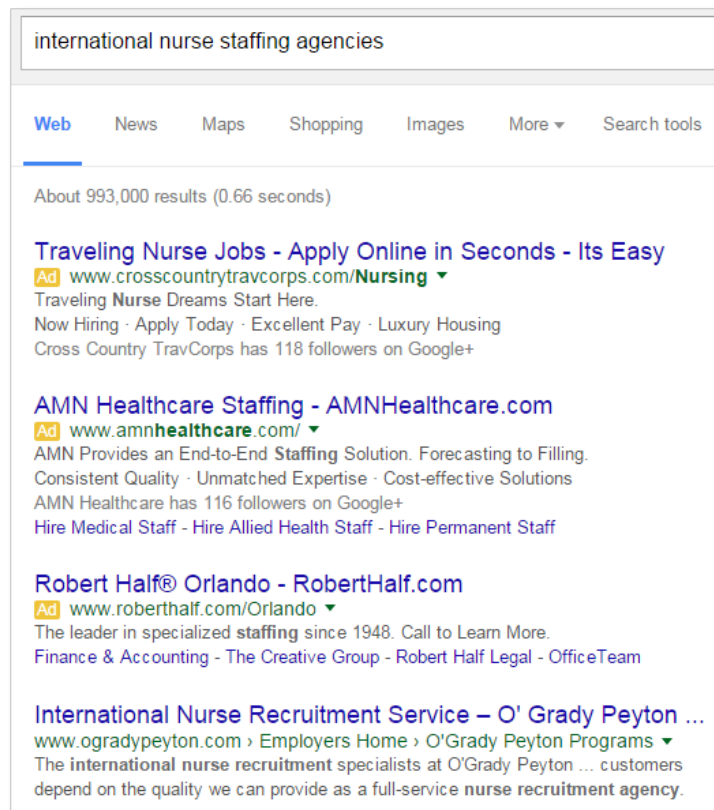
Avant's Facebook page will also be used to share links to healthcare industry news articles, blogs, videos, infographics, etc. that appeal to international healthcare professionals and educate them about healthcare in the U.S. This shared content will be sourced from Avant's private Facebook news feed or from the feeds of Avant's other social channels.

behavior of its visitors and optimize its site accordingly. Event tracking data can answer questions such as:

- How many people click the Facebook icon in the header of each page vs. the same icon in the footer? Should the icons be relocated to encourage more clicks?
- How many times has a particular PDF been downloaded?
- How many times do people click the Apply Now buttons throughout the site? Which Apply Now buttons receive the most clicks?

### Run Google AdWords Campaigns

Avant will run monthly Google AdWords campaigns targeting the keyword phrases that clients and HCPs would most likely use when searching for Avant or one of its competitors. Keyword phrases such as “nurse staffing agency” and “nursing jobs in the USA” will be targeted to display ads from Avant that may appear at the top of Google’s SERPs (Search Engine Results Pages).



Google SERP for keyword phrase “international nurse staffing agencies” with ads in the top three positions.

Running AdWords campaigns will increase the company’s visibility in Google making it easier for clients and HCPs to find Avant.

continually browse a site for only a very short period of time, they are less likely to include pages to that site in their future search results.

### *Expected Results*

Avant's website improvements according to this plan are projected to:

- Place Avant higher in organic search engine rankings and in slot #1 for certain targeted keyword phrases.
- Maintain an average bounce rate of less than 50%.
- Increase inbound traffic from social sources by over 400%.
- Provide more content to be posted to Avant's social media channels.
- Provide richer data collection through Google Analytics Event and Campaign Tracking.

## **IV. Summary**

Avant's adherence to this marketing plan is expected to grow the company's following, strengthen the Avant brand, and attract more clients and international healthcare professionals.

### **Evolving Social Media**

Strategies outlined in this plan are subject to change based on the evolving landscape of social media. As social networking sites and search engines improve their news feeds and indexing algorithms, and add, remove or update features, Avant's online marketing efforts may be affected. Avant's social campaigns and strategies will need to be continually monitored for improvement and adjusted as necessary for maximum effectiveness and ROI.

### **Phased Roll-out**

Portions of this plan will be rolled-out in phases based upon priority and available resources. Other portions may be implemented immediately. A phasing plan will be developed.

### **Other Social Channels**

Future considerations will be made to market on other social media channels not included in this plan only after all aspects of this plan have been successfully implemented and adequately measured for effectiveness.