

CNA + Nursing Student Interview Event Results

Late Summer 2020

✓ =
✓ =
□ =
116
TOTAL
RSVPs

 82
CNA
RSVPs

 34
Nursing Student
RSVPs

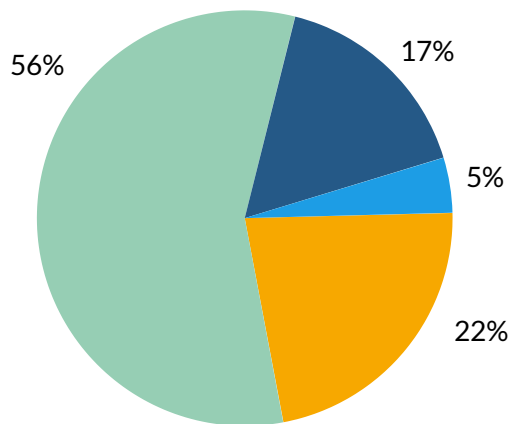
5 TOTAL
HIRES

Marketing Elements

- Homepage Pop-up
- Google Paid Search
- Facebook Ads
- Indeed Hosted Job
- Retargeting Ads
- Remarketing Invitation:
Email + Text



RSVP Source



Homepage
Pop-up

Google
Paid Search

Facebook
Ad

Remarketing
Email

Hire Source

