

CASE STUDY: SUNCOAST HOSPICE

Search Strategy with Video

▶ CHALLENGE

Suncoast Hospice is the nation's largest not-for-profit, community-based provider of hospice and palliative care. The Hospice provides care for tens of thousands of people annually and leads innovative service delivery, social change advocacy, technology development and other end-of-life initiatives. Even though they are a regional hospice, they are nationally recognized for the exceptional care they provide.

When TMP began working with Suncoast Hospice, their recruiting was fueled mainly by print and job boards. They knew the organization needed to move their recruiting strategy to the next level by including digital solutions and search strategies. Even though hiring had dropped off due to the economy, Suncoast Hospice was forward-thinking and determined to reinvest in targeted recruiting strategies that would maintain and even increase visibility, setting the stage for planned facility openings.

▶ SOLUTION

TMP Worldwide recommended video as one element that could help move Suncoast Hospice toward their goal. This solution capitalized on their national recognition and served to strengthen their visibility and recognition. TMP Worldwide worked with Suncoast to develop an emotionally impactful video that highlighted the organization and its' opportunities from a career perspective. The video was housed online and could be embedded on all social network sites utilizing the interactive platform delivered by MadDash E-Media, a leading national electronic media company.

The video itself was very well received by the client, but TMP Worldwide wanted to ensure that we were driving traffic to the site; as effectively as possible. Therefore, we utilized search engine optimization and marketing strategies that were already in place for Suncoast Hospice to promote the new video.

Video link:

<http://www.maddash.net/videos/suncoast/>

Import and export content and date automatically to fulfill the search engine's requirement of fresh content
Leverage your SEO <p><extra bold>Employer Branding <p><bold>Website Development Leverage your SEO strategy in your media planning
<p>Search Engine Optimization <p><complete>Metrics & Measurement to assist with conversion rates
media planning to assist with conversion rates and improved ROI <p><sound>Campaign Management <p><effective>Search Engine Marketing and improved ROI
Optimize more than just web sites, but videos, photos, news articles, Optimize more than just web sites, but press releases and more
Deal with 'reputation management' issues around ne



TMP Worldwide. The Digital Brand Authority

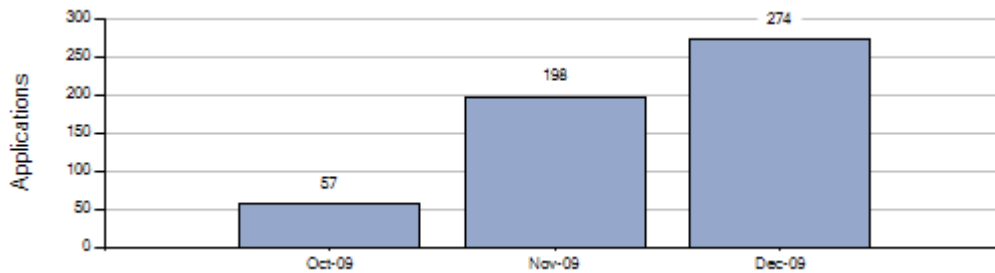


tmp.worldwide
advertising & communications

▶ RESULTS

The video has been quite successful in taking people to the Suncoast Hospice career site. Frank Huthnance, HR Director of Suncoast Hospice also included the video in his recruiting blog. He received many responses to the video, including one person who stated: "I was so impressed with the video I decided to check out the website." This person was interested in a volunteer position and went on to say: "I am anxiously awaiting my volunteer coordinator's call so I can get started."

The Suncoast video was launched in December of 2009. Our reporting for Suncoast Hospice shows that applications on the career website had already begun to increase by the end of December, and we will continue to monitor the success of the video.



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