

Pre Campaign Report

Group Name: Group 3

Section: MIS 6344.003

Project: holdingaccountable.com

Group Members:

- 1. Akansha Tiwari**
- 2. Animesh Johri**
- 3. Arun Menon**
- 4. Gaurav Dhavale**
- 5. Prathama Parab**
- 6. Sakshi Gaur**

Holding Accountable LLC- Pre-Campaign Strategy

Client Overview

Client Profile: “[Holding Accountable LLC](#)” is healthcare staffing consulting startup company founded in November 2015 by [Mr. Manjeet Singh](#) and is fully owned by him only. With the motto ‘Your trust is our priority.’, the company will find the best talent for organizations which can be hospitals and negotiate the best possible compensation for the candidate to ensure a win-win situation. The uniqueness about “Holding Accountable LLC” company is not just to earn the profit but share it with its customers more than itself.

The company is located and operated from Frisco, TX with 2 staffs along with the support of VMS i.e. vendor management system, USS staffing and ATS (Application tracking system) crelate.com. VMS act as a recruiter for Holding Accountable LLC who is responsible for searching prominent nursing staff. USS staffing deals with HR, paycheck, and resources skills verification formalities. ATS system is designed for the recruiter. Systems post job openings in the variety of sectors. Holding Accountable LLC integrate the openings related to healthcare domain on the website. These openings are listed in [the job search tab](#) of the website.

People who want to build their career in the healthcare professional can find opportunities through holding accountable. The service offered by Holding Accountable LLC targets two types of audience: Employers, Job Seekers

Different types of services offered to job seekers as per their need are as follows:

- Contract Solutions: Provide nurses on contract basis
- Contract-to-Hire Solutions: Convert contract basis nursing employees to permanent staffs
- Travel Nursing Solutions: Provide nurses for a hospital where nurses require longer travel
- Locum Tenens Solutions: Provide resources that are authorized to give prescription
- Direct Placement Solutions: provide permanent nursing staffing solutions to employers

The company’s website is <http://www.holdingaccountable.com/>, developed in November 2015 and is now managed by Mr. Manjeet Singh only. The company is socially active on [Facebook](#), [LinkedIn](#) and willing to spread its brand on another social platform such as YouTube, Twitter, and Google+.

Market Analysis: Being a startup, the company has contracted with few customers from DFW area and is focusing on growing its network in the 25 states in the USA. These states are known as [25 Nurse Licensure Compact \(NLC\) States](#). The company is targeting healthcare license professionals such as RN (registered nurse), LVN (licensed vocational nurse), PCT (patient care technician). The company also provides nurses with some special skills such as



ST (speech therapy), OT (occupational therapy), PT (physical therapy). Healthcare is one of the booming industry in the United states and hence competitors are also pretty more for the company. Some major competitors are [focus-staff](#), [nursestaffing](#), and [carestaofdallas](#). The company has spent approx. \$20000 on the website and projected to spend very less in this year. Although Holding Accountable LLC is open year-round, It's peak business occurred during October to December which is also known as flu season. Based on statistics report, days like Thanksgiving, Christmas, and New Year on which the hospitals required a number of nursing staffs. The company earns more on these days by supplying contract nurses or travel nursing resources.

Current Marketing: Holding Accountable is mostly relying on word-of-mouth communication. The company has a limited budget and has not spent anything on online advertising on Google ads or Facebook ads. Online marketing is done through its Facebook page and LinkedIn account. Company's website has three main sections for employers and employees and for searching jobs. Employers who are understaffed can find a best healthcare professional who is readily available to fill their requirement. Vice a Versa nurses do get their assignments through this website or they applies to the positions through job search page. The company doesn't earn their share from employees rather the employers like hospitals who hired nurses through holding accountable pay some percent of share to the company based on annual wages of a nurse. In case if any resource supplied by holding accountable left the job within some defined time duration then the company is committed to providing another proficient nursing staff.

Conclusion: Based on current marketing strategies which we have analyzed, the company needs a stronger brand awareness, website traffic, and lead generation. The AdWords campaign using Google and Facebook will help a lot for the startup company to set up their business in an effective way, and to get more and more customers.

Proposed AdWord Strategy:

In order to improve business by Holding Accountable LLC, we are working to achieve two goals, first: to spread awareness of the brand, second: driving employees to the website, third: drive employers to the website: In order to achieve the mentioned goals we have run 4 campaigns, namely: Job Seekers, Employers, Brand Awareness, Facebook(Increase Brand Awareness).

Campaign	Job seekers	Employers	Brand Awareness	Facebook
AdGroups	1.Nursing 2.Healthcare Licensed professional 3. Contract Solutions/Contract-to- Hire Solutions	1.Healthcare nursing 2. Private Hospitals 3. Private Clinic 5.Nursing care facilities	1. Highest paid travel nursing jobs 1.Travel Nursing Solutions 2.Locum Tenens Solutions 3.Direct Placement Solutions	Objective: Increase Brand Awareness
Keywords	Registered nurse, licensed vocational nurse, patient care technician, contract nurse, contract-to-hire nurse, travel nurse, Care manager Negative Keywords: Nursing mothers	Nurse required, required travel nurses, certified nurses, nursing vacancy, skilled nurses	Holding accountable, highest paid nurses, best healthcare consultancy, travel nurses, healthcare management, Cardiac cath lab	-
Geo-targeting	USA	Particular 25 states, USA	USA	USA
Language preferred	English	English	English	English
Ad Rotation	Rotate Evenly	Rotate Evenly	Rotate Evenly	Rotate Evenly
Delivery Option	Standard	Standard	Standard	Standard

This table shows about the different campaigns which we would be using to promote the business of Holding Accountable LLC. We will be working on 4 different campaigns which will individually focus on the areas like Job Seekers, Employers, Brand Awareness and Facebook. Every campaign has its own adgroups, related keywords and the geographical location to concentrates on.

Job Seekers: This campaign will be targeting Job seekers of different categories like Nurses, Care Managers, Healthcare Licensed professionals etc. The jobs can be either contractual or contract to hire based. Job seekers will be directly redirected to the job posting page. Ads will be on rotation basis & will be optimized for clicks with standard delivery option.

Employers: The Employers campaign aims to focusses on the healthcare and nursing industries to provide them to fill their short term and long term vacancies. We can analyze the goal by monitoring data obtained from google analytics. The ad-groups for Employers consists of Healthcare nursing, Private hospital/clinic and nurse care facilities with keywords that include nurses required, required travel nurses, certified nurses, nursing vacancy and

skilled nurses targeting 25 states in United States which are also called nursing compact states.

Brand Awareness: Brand Awareness Campaign is focusing on boosting the brand value of Holding Accountable LLC. It would increase the traffic. It will open a new horizon to the existing consumers which are already familiar with the distinctive qualities or image of the brand of services and the will fascinate the new clients to learn more about this services provided. It helps in bridging up the gap between the employers and the employees residing in the nursing compact states.

Facebook Campaign (Increase Brand Awareness): We are adding a facebook campaign to our project for spreading awareness of our client's business. Holding Accountable LLC , being a startup, it needs to get reached out to end customer in order to familiarize audience with the different services provided by our client. The business deals with two kind of customers, first: the job seekers in the field of nursing, second: the employers who are seeking for nursing candidates. The business is centric towards providing maximum profit to the nurses. The objective of our ad is "Increase Brand Awareness". We are focusing on audience of 25 states in USA including as [25 Nurse Licensure Compact \(NLC\) States](#) , also known as "nursing compact states" ,with age group ranging from 18-50 years. The campaign will run for last two weeks with the budget spent as \$20, \$30 respectively.

Objective	Increase Brand Awareness
Platforms	Facebook, Instagram
Format	Single Image
Budget Division	1st week: \$3/ day
	1st week: \$3/ day

We propose to use Manual bidding in order to efficiently manage our budget over period of three weeks.

Campaign	% Share	Job seekers	Employers	Brand Awareness	Facebook
Week 1	16.66	\$20	\$15	\$15	\$0
Week 2	33.33	\$35	\$20	\$25	\$20
Week 3	40.00	\$50	\$35	\$35	\$30

Thus, as per our strategy weekly share would be segregated as ~17%, 33%, 40% respectively for all the three weeks.