

GEORGIA LONG-TERM CARE NETWORKING SEMINARS

External Marketing
Resource Kit



GEORGIA
CNA Career
PATHWAY INITIATIVE



Websites Best Practices and Tips

Best Practices:

For smaller facilities without a full marketing team, we recommend outsourcing your website design to an agency in order to see the greatest return on investment. However, you will likely be responsible for maintaining the information on your website. Here's what you need to know:

- **Goal-** To facilitate the consistent delivery of interesting stories and accessible information.
- **Content Management System (CMS)-** The platform you host your website on. The site needs to be easy to update from the back end so you can display the most up-to-date info.
- **Analytics-** Traffic and conversions must be tracked to optimize your website's use. You can monitor your audience's behavior on your website in order to deliver customized content and information catered to their needs. Here are common metrics and their definitions:

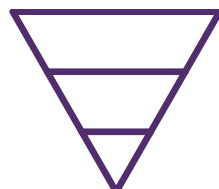
Traffic	Flow of users coming to your website by clicking on a link or typing the URL.
Acquisition	How a user finds your website. Google search? Shared link? Social media?
Keywords	Search queries that visitors use to find your website. See examples below.
Click Through	Occurs when a user follows a hyperlink to another page.
Conversion	Any act a visitor takes that fulfills the goal of that webpage. Ex. Watch a video.
Impression	The number of times an ad or a web page is seen by a user.
Bounce Rate	Percentage of visitors who leave your website after looking at only one page.

- **Search Engine Optimization (SEO)-** A website needs to be built with search engines in mind. Basic keyword research must be conducted, and page content should be aligned with the highest ranking phrases. Below are some examples of key words to include:

long term care facilities hiring	jobs in long term care	CNA jobs
hiring long term care facility	long term care facilities in [city]	CNA jobs near [city]

- **Architecture-** Refers to the organization of a site. We recommend a tiered organization, flowing from broad to more specific information and content. This is preferred to a web organization, that can feel busy, confusing, and easy to get lost in.

Tiered



VS

Web





Websites Resources and Content

Resources:

- **Google Analytics**- A website analytics service platform offered by Google that tracks and reports website traffic.
- **WordPress**- A popular website content management system used to publish websites and host content. Other CMSs include Wix, HubSpot, Web.com, and Squarespace.
- **Cost Expectations**-

Component	Cost	Total
Domain Name	\$0 to \$20 per year	<p>You can expect to pay as much as \$6,000 to establish your website upfront, with variable yearly costs around \$2,000, depending on the size and needs of your facility.</p>
Web Hosting	\$30 to \$500 per year	
Theme or Template	\$0 to \$100 (one-time fee)	
Professional Web Design	\$100 to \$5,000-plus	
DIY Website Builder	\$100 to \$400 per year	
SSL Certificate	\$0 to \$249 per year	

Content:

- **About Us**
 - Background, mission statement, values, meet the team, pictures, etc.
- **General Information**
 - Type of care, availability, locations, facility photos, virtual tour or campus map
- **Contact Information**
 - Fillable “Contact Us” form
 - Emails and phone numbers of staff
 - Social Media page links
- **Careers/Employment Opportunities**
 - Updated regularly and easy to find
- **COVID-19 Update**
 - Show your audience you value their health and safety.
- **Blog Section**
 - News and Announcements
 - Stories, Features, Testimonials, Spotlights

Remember:

Simple, Relevant, User-Friendly.

Your website is a digital, visual representation of your facility.

Make a good impression on your audience with a professional voice, clear imagery, consistent branding, and easy navigation.





Paid Advertising Resources and Best Practices

Paid Advertising:

What?

A marketing strategy in which businesses pay to display their ads to a targeted audience.

Why?

You can reach a very precise target audience even if they don't follow you on social media, find you online organically, or hear of you via word-of-mouth.

Who?

Paid advertising campaigns are often done by a partner marketing or advertising agency.

How?

- Billboards
- Commercials
- Digital Advertising (Google, Facebook, LinkedIn)
- Traditional Advertising (Newspapers, Magazines, Radio)

Types of Paid Advertising, Best Practices, and Cost Expectations:

Method	Best Practices	Estimated Cost
Billboards	<ul style="list-style-type: none"> • High traffic areas- interstates, intersections, gas stations • Catchy, memorable tag line and call to action • Contact information- website or phone number • Clear branding and logo • High quality, relevant photograph/design • Short, scannable, less is more- 7 words or less 	Rental: \$335-5,187 Fabrication: \$850 Total: \$1,000-6,000
Commercials	<ul style="list-style-type: none"> • Clear and concise- narrate slowly and enunciate • Include appealing visuals and professional videography • Clear message- include a catchy tag line and call to action • Provide contact information- email, phone number, website 	Production: \$1,000-50,000 Broadcast: \$1,000 (local) to \$200,000 (national) Streaming: \$30 CPM
Digital Advertising	<ul style="list-style-type: none"> • You set your budget and only pay when it's clicked/shown • Measured in cost per click (CPC) or CPM (cost per thousand impressions). Cost is incredibly variable. • Google Ads • Meta Advertising (Facebook, Instagram) • Promote job postings on Handshake, LinkedIn, Indeed, etc. 	Facebook ~ \$1.72 CPC Instagram ~ \$3.56 CPC Google Search ~ \$0.67 CPC Google Display ~ \$2.32 CPC LinkedIn ~ \$5.58 CPC
Other Traditional Advertising	<ul style="list-style-type: none"> • Includes radio stations, podcasts, magazines, newspapers, newsletters, trade publications, etc. • Local-level can be relatively affordable. • Smaller reach, not many people use traditional anymore. • Cost depends on size of advertisement and the duration it runs. • Utilize best practices for graphic design and advertising copy. 	Radio: \$200-\$1,000 Magazine: \$100-10,000 Newspaper: \$100-10,000



Community Engagement Resources and Best Practices

How can you leverage connections with your existing audiences to lead to more hires?

Audience	How to Engage
Job Seekers	<ul style="list-style-type: none">• Attend Job Fairs and Career Fairs• Find event opportunities on Handshake• Host Career Days and Expos
Volunteers	<ul style="list-style-type: none">• Establish a Volunteer-to-Hire Pathway
Military Spouses	<ul style="list-style-type: none">• Reach out with flyers and share job openings with nearby military bases
High Schoolers	<ul style="list-style-type: none">• Speak to a class or club at a local high school<ul style="list-style-type: none">◦ Health Occupation Students of America (HOSA)• Offer volunteer hours<ul style="list-style-type: none">◦ Beta Club, National Honor Society• Sponsor a club or sport's team
Local Community	<ul style="list-style-type: none">• Host an open house event• Establish CNA Pipelines<ul style="list-style-type: none">◦ Network with your local technical college, nurse aide training programs, college and career academies, etc.◦ Develop a close relationship, be persistent, leverage your connections for a mutually beneficial partnership
Current Employees	<ul style="list-style-type: none">• Establish a referral incentive program

Best Practices:

- Attend events within your community
 - Find events in newspapers, online forums, social media, Handshake, etc.
- Invest in relevant giveaway items (swag)
 - [4Imprint](#), [swag.com](#), [Pinnacle Promotions](#)
 - Ex. pens, hand sanitizer, first aid kits
- Other materials to consider- branded table cloth for events, quality signage, posters, banners, and attention-grabbing or interactive elements.

Contact Lists:

- **Contact lists** of Georgia College and Career Academies (CCAs), technical colleges, and other Nurse Aide Training Programs (NATPs)
- **Map of Skilled Nursing Facilities (SNFs) and NATPs**
- **Georgia Medicaid Management Information System Portal**- has contact information that is updated often

**Disclaimer: These contact lists are up-to-date at the time this resource kit was created but information is subject to change.*