

REIMAGINE RECRUITMENT

VIDEO – AUDIO – DIGITAL – EMAIL

Capture the best of your culture & share it on platforms that intersect life, not job boards.

Why would someone want to work for your senior living community? That may sound direct but it's the reality of the current recruitment environment, isn't it? Do you feel a listing on a job board authentically communicates your culture and story? If the process has you exhausted and you dream of recruitment reimaged, this approach may refresh you.

STEP 1

DISCOVERY

- Audience Analysis ✓
- Candidate Profiles ✓
- Strategic Road Map ✓
- Video Concepting ✓
- Video Production Plan ✓

STEP 2

DESIGN

- Culture Spotlight Video ✓
- :30 Ad Spot ✓
- Custom Landing Page ✓
- Digital Banners ✓
- Audio Script & Production ✓

STEP 3

DEPLOY

- Targeted Email ✓
- Digital Banners ✓
- Targeted Social ✓
- Streaming Video ✓
- Streaming Audio ✓



1 Million+
Paid Advertising
Impressions



Timing & Investment

Discovery & Management

Audiences | Goals | Strategic Plan

Video Production

Plan | Capture | Edit

Design Assets

Landing Page | Digital Ads | Audio Script

Media Campaign

Email | Display Banners | Social Media | Streaming Video | Streaming Audio

Month 1

Month 2

Month 3

Month 4

90 minute
Discovery

Ongoing Campaign Management
& Performance Optimizations

45 days

30 days

3 months

\$7500

\$7500

\$7500

\$7500



Wakeen
& company

LET'S START THE CONVERSATION

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