

hueman™

Partner Success Story

At a glance

Hueman works with new partner to fully evaluate their marketing brand and messaging, successfully launching new website and attracting an increased amount of quality candidates to the platform.

OUR PARTNER

An online platform marketplace connecting healthcare employers with qualified healthcare employees for flexible work opportunities.

THE CHALLENGE

The client was in need of a Marketing Outsourcing solution. They had limited internal marketing resources and required overall branding approach and top of the funnel recruitment marketing to drive candidates to their platform. Their platform was launched in 3 states and set to launch in 5 additional locations.

OUR SOLUTION

Our marketing team conducted a full-scale audit on our client's marketing and branding to determine their current market position and where they needed to go. Based on our discovery, we identified gaps where their specific business model would fit, areas where they could elevate their brand and areas where we could support their additional location launches. Initially, we also had two recruiters to specifically focus on top of the funnel recruitment marketing activities; however, based on our clients expansion into new markets, they quickly needed our help with full-scope candidate sourcing. We grew to have six recruiters focusing on candidate sourcing and two marketing professionals managing their internal marketing full-time.

OUR RESULTS

- Launched new website with updated branding and messaging
- Increased overall quality and quantity of applicants with our recruitment marketing team, leading to the client hiring Hueman to take over their entire internal marketing function
- Implemented social media & web strategy, providing frequent reporting to the client to identify and analyze lift

Key metrics

Throughout the course of the partnership:



119%

increase in projected YOY site visit growth



10.4%

increase in mobile site visits within one month



6

recruiters dedicated to client candidate sourcing

About us

Hueman focuses on building partnerships through culture-based recruitment. These solutions help meet the financial needs of our partners while improving employee engagement and reducing turnover.

To learn more about Hueman's culture-based recruitment programs, visit us at huemanRPO.com or email us at info@huemanrpo.com.