

VONQ.

**Customer Story**

GRN - Healthcare Centers Rhine-Neckar

# How GRN generated over 800 applicants in 12 months

Using data-driven job advertising  
to hire physicians, nurses & medical staff





<b>Established</b>	<b>2006</b>
<b>Company size</b>	<b>3000+ employees</b>
<b>Industry</b>	<b>Healthcare</b>
<b>Location</b>	<b>Schwetzingen, Sinsheim, Weinheim, Eberbach</b>
<b>Facilities</b>	<b>4 clinics with attached pharmacies 3 geriatric rehabilitation clinics 2 medical care centers 1 senior center 2 care centers</b>
<b>Website</b>	<b><a href="http://www.grn.de">www.grn.de</a></b>

# Overcoming hiring challenges in the healthcare sector

Just imagine you are in charge of attracting a high number of candidates in a sector notorious for a shortage of skilled workers — and if that wouldn't be too much, you have to do it under pressure because the quality of the healthcare provided depends on it. What would you do? Well, here's what Julia Rupp,

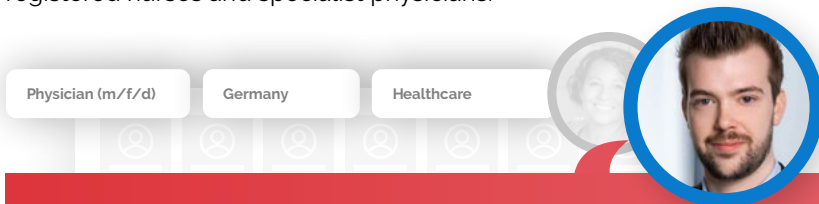
Human Resources Manager at GRN did.





# Health in focus, people at the heart of our actions.

As a recruiter, Julian Rupp is on the lookout for the most qualified candidates in the industry. The open positions range from administrative staff and trainees to registered nurses and specialist physicians.



## High demand for skilled workers & attracting fresh applicants

"People are always needed in nursing. For our 4 locations, we look for candidates for a wide range of health care fields. To meet this demand, we need to position ourselves as a desirable employer in the market, have a permanent presence and reach candidates through the right media."

- Julian Rupp, HR Manager

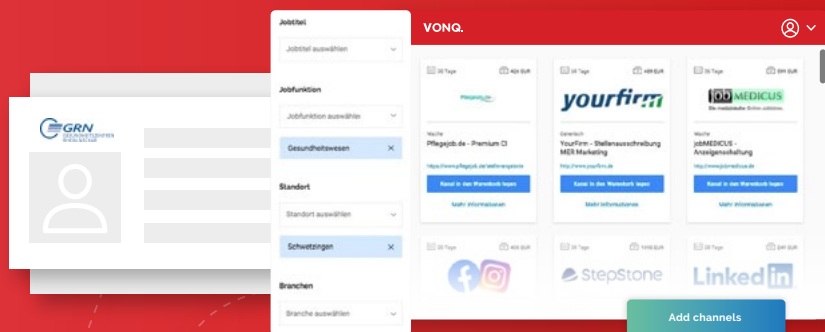
## Gaining points with applicants & maximizing the hiring budget

"We need to communicate the right points online to score with candidates and stand out from the competition. Personally, it was important to me to have visibility into how the chosen media were performing; were they delivering applicants. This is the best way to optimize our recruiting budget, to see what works and which media we can forget." - Julian Rupp, HR Manager

## More data for more convincing applicant journeys

"It's important for us to see at which touchpoints we need to further optimize our campaigns. Before working with VONQ we lacked the relevant data to measure and analyze key performance indicators." - Julian Rupp, HR Manager

# How does the solution with VONQ work?



*the best media mix*

## 1. Data-driven media recommendations with Job Marketing Platform

Even before Julian Rupp joined GRN as a human resources manager, the healthcare association was using VONQ's **data-driven technology to post and advertise open positions**. The healthcare association uses Job Marketing Platform together with the add-ons Recruitment Analytics and Career Site Connector.

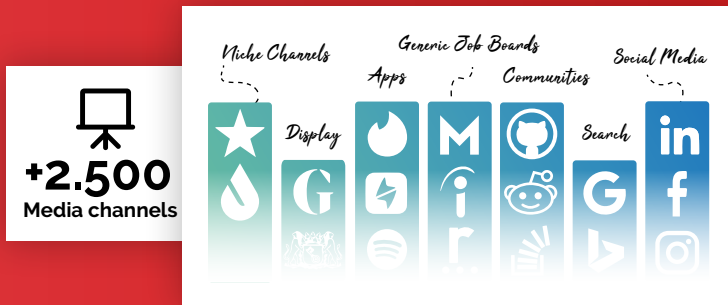
**"With VONQ's Job Marketing Platform, we start with the right channels—whatever position we need to fill. It's really easy with the channels recommended based on our target audience."**

*- Julian Rupp, HR Manager*



Based on relevant candidate profile information, such as job title and location, the platform algorithm recommends **the media best suited to reach the target audience, based on data from other comparable job advertising campaigns**.

# Access to a wider & more diverse candidate pool



## 2. Increase in quality applicants

**"The quality of applicants increased significantly as a result of the data-driven media selection in Job Marketing Platform. We now only invest in the media that deliver high applicant quality."** - Julian Rupp, HR Manager



VONQ has the largest media portfolio worldwide with more than 2500 channels, covering **popular job boards, niche websites, social media channels and search engines** advertising as well as **online communities and hubs**.

*"VONQ's data-driven approach helps us choose the right mix of job boards, niche websites and social channels,"* explains Julian.

# Improving job descriptions



## 3. Putting the candidates' view first in job ads

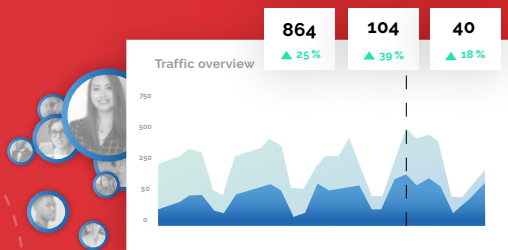
"VONQ takes time for us. The interviews and consultations are always hands-on. Our requests are always responded to immediately." - Julian Rupp, HR Manager.



VONQ also supports GRN in optimizing the text in job ads. Additional services, such as the creation or editing of job ads, can be booked directly in the platform, making it easy and fast to get the job ads in top quality because publishing them. The variety of candidate profiles hired by GRN healthcare centers calls for an individual approach to the target audiences in the ads and job descriptions. **GRN relies on the expertise of VONQ's consultants to support in the creation and optimizing of each post.**

"We are always very satisfied with the optimization of our job ads! We regularly use the suggested texts 1:1 for our advertisements and appreciate VONQ's advice!" - Julian Rupp, HR Manager.

# Data tells the story of the applicant journey



coming from and how each channel is contributing to our hiring success. This helps us invest only in the media that perform." - Julian Rupp, HR Manager

"With the Recruitment Analytics add-on, we can see where the most qualified applicants are

## 4. Transparent performance data with Recruitment Analytics

GRN uses the **Recruitment Analytics** report in Job Marketing Platform to quickly and easily identify which media are delivering applicants as well as to analyze data on applicant behavior, such as page views, clicks and applications submitted per channel. The data is shown in an easy-to-understand dashboard, covering the journey from visitor to applicant.

"VONQ's recruitment marketing expertise and insider tips help us understand which job profiles are best reached via social media and when we should more likely rely on popular job boards. Together with the data along the entire applicant journey we can always see where there is a need for optimization in the process. As a result, we significantly shortened our time-to-hire." - Julian Rupp, HR Manager

# GRN's campaign results in numbers

The ads published via Job Marketing Platform for the **Medical Assistant Trainee** position generated **518 clicks total**, with 252 clicks from social media ads and 266 clicks from job boards. Through these ads, GRN received **30 applications**.

For the **HR Administrative Assistant** position the company generated 1,032 visitors to the career page and a total of **958 clicks** on the job post across social media and job boards. This resulted in a total of **131 applicants**.

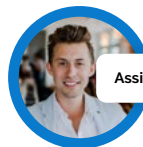
**209 clicks** were generated via the channels used to advertise the position of **Assistant Physician Gynecology & Obstetrics**, of which 69 applicants were generated. This corresponds to an above average **click-to-applicant rate of 33%**.



Medical Assistant Trainee (m/f/d)



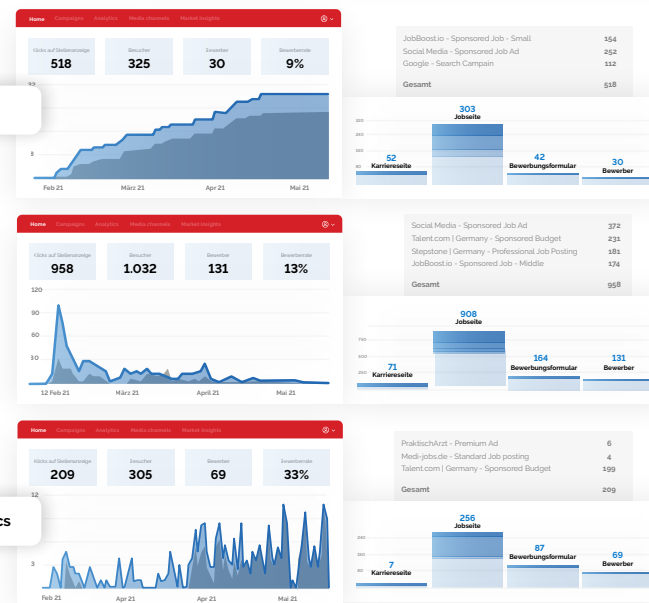
HR Administrative Assistant (m/f/d)



Assistant Physician (m/f/d) Gynecology & Obstetrics

"Today, we know that we reach nursing staff very well via social media channels and can easily justify the use and success of these channels in reports. Through social media platforms we also increase awareness among the target groups and maintain the presence of our company, since we're basically always hiring."

- Julian Rupp, HR Manager

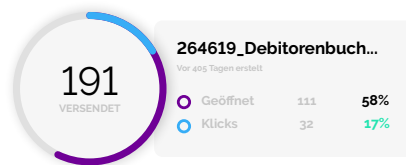




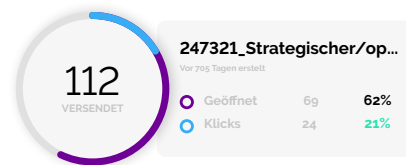
# Counteracting the shortage of skilled workers: reaching passive candidates

## Email marketing to create awareness

In order to draw the attention of passive candidates, meaning people who are not actively looking for a new job, GRN uses email marketing. Depending on the open positions around 200 potential candidates are informed by email about new job openings.



From 191 recipients of the email about the available Accounts Receivable position, 111 people opened the email, which corresponds to an **excellent 58% open rate**. This means GRN is performing well above the average email open rate of 20 - 25%.



A further 112 people were emailed about the vacancy for the Strategic Procurement position. With this email, GRN Healthcare Centers topped their stellar open rate of 58%, **reaching 62%**.

## Social media to make a lasting employer brand impression

When it comes to attracting nurses and doctors, social media channels prove to be very effective. Since social media is not only a text medium, but above all a visual one, VONQ's experts pay attention to a target-group-oriented approach in the ads, including compelling imagery.



With the social media ad for Senior Physician Internal Medicine in the city of Eberbach, the company achieved **34,967 impressions and 221 clicks**.



The social media ad for the Geriatric Nurse or Healthcare Nurse, GRN generated **441 clicks** to the job description on their career page.

# What impact does working with VONQ have on hiring success?

GRN Healthcare Centers and VONQ share a team-spirit relationship and have been celebrating hiring successes for GRN since 2018. So far, GRN have advertised 211 jobs through Job Marketing Platform.

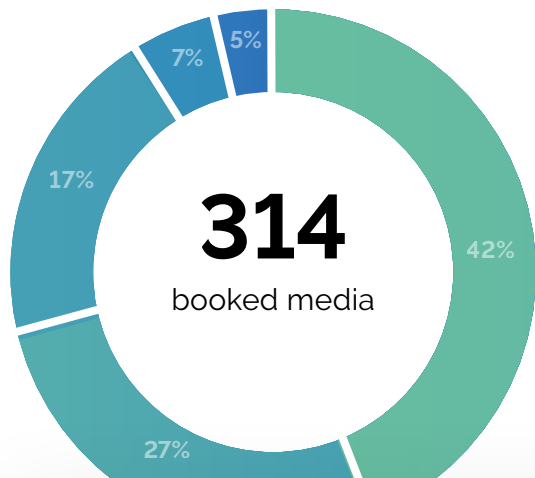
*"I'm very satisfied with the collaboration. Both professionally and personally, VONQ and GRN are on the same level - the complete package just fits."*

*- Julian Rupp, HR Manager*



# "A great team you can rely on!"

*- Julian Rupp, HR Manager*

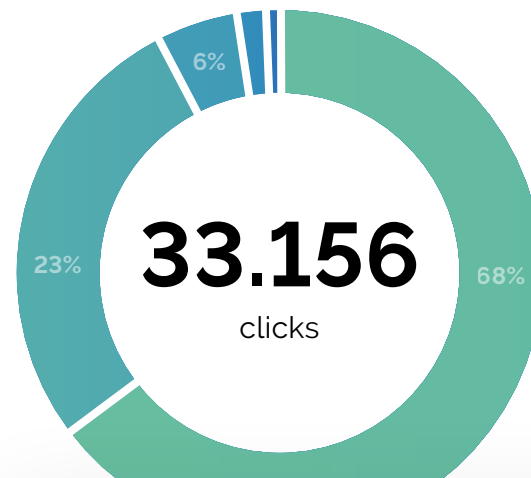


**314 channels booked:**

- **42,03%** 132 Job board posts & search engine ads
- **27,07%** 85 Social media
- **17,52%** 55 Niche websites
- **7,64%** 24 Google products
- **5,73%** 18 Regional media

## Overall recruitment marketing performance 2020

In 2020, GRN used 314 channels to reach the relevant target groups for their open positions. Through these, the company received over **66,000 clicks** to the published job descriptions on its career site, resulting in **800 applicants in just one year.**



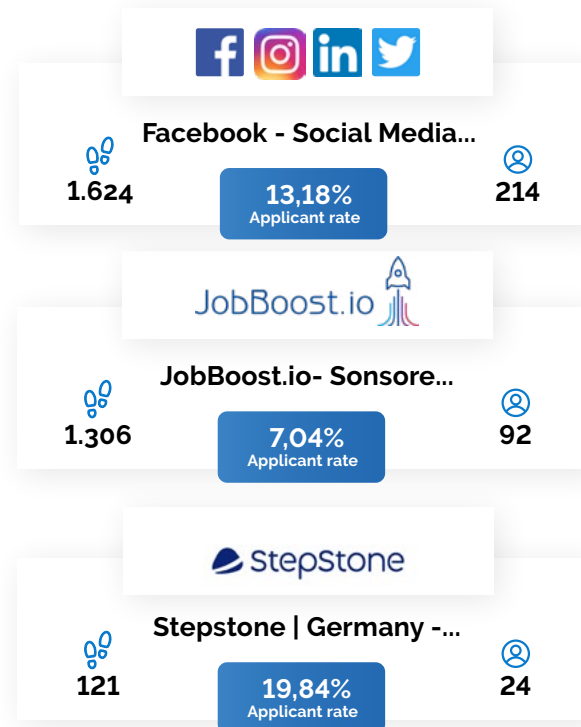
**33,159 clicks:**

- **68,35%** 22,665 on social media
- **23,49%** 7,789 on job board posts & search engine ads
- **6,68%** 2,216 from Google products
- **1,12%** 373 on niche websites
- **0,35%** 116 on regional media

# The top 3 performing media

After 3 successful years, GRN knows which media generate the best results for each type of position they need to fill. With the Recruitment Analytics add-on in Job Marketing Platform Julian can closely track GRN's campaigns through every step of the applicant journey, never missing an opportunity to get the right applicants faster.

*"I never got the impression at VONQ that I was being treated en masse. Professionally, there has always been good advice to work with and personal touch with added value."* - Julian Rupp, HR Manager



Since implementing Recruitment Analytics, the company has measured **214 applications** generated via social media and a total of **1624 visitors to their career site**.

With **116 applications** total, job boards are also among the best-performing media for GRN Healthcare Centers.

In total, more than **1400 visitors** reached the job description page on the GRN career site via job boards.

Going forward, VONQ and GRN look forward to a continued successful collaboration and hundreds more quality applicants.

# Recommendations you trust

Ready to start data-driven recruitment marketing? See a demo!  
No more manual posting, contract management, or guessing which channels to use. With us, you get access to more than 2,500 channels, data-driven recommendations by our technology and experts to help you determine the best media mix for your vacancies and target group.

Want to know more?  
We're just an email away.

