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CHALLENGE (Nursing Program - University of San Francisco)

- Top 25 Nursing Program needs to recruit MSN candidates for their new online program to achieve a goal enrollment of 45 students.
  - Candidates must maintain high quality of applicants (candidates with 5 years experience and 3.5 BSN GPA)
  - Achieve a 180 student pipeline to achieve a 25% application acceptance rate
  - Track student leads and digital outreach efforts to adapt campaigns each quarter

SOLUTION

- Content-driven lead generation and online career fairs helped the client develop

OUTCOMES

- Client achieved X cost-per-leads (CPL) per student and received over X applications within the quarter where digital ads ran on the site

FOOTER

University Partners - Universities Using Springer Publishing Advertising Solutions for Student Recruitment

Logos for each institution

CONTACT INFO

Andrew Bennie

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CHALLENGE (Hospital System - SMS Healthcare)

- Magnet Hospital system with X hospitals in X states has consistently had trouble recruiting Critical Care Nurses. Competitors in the area offer in-person career fairs, digital advertising, and sign-on bonuses exceeded \$15K for RNs. How can they stay competitive in reaching and communicating with high acuity nursing candidates across 20-25 states where they operate and bordering states.
  - Candidates must be open to relocation
  - Candidates must have at least 1-2 years of experience as an Operating Nurse, Emergency Nurse, or Critical Care Nurse
  - Client wants to make sure no previous unqualified candidates are included in communication

SOLUTION

- Email Blasts, Retargeted Ads, Online Career Fairs, and Suppression Lists

Outcome

- Client achieved X new nursing candidates 10K+ impressions to their applicant tracking system (ATS) within their career site

FOOTER

Healthcare Partners - Organizations Using Springer Publishing Advertising Solutions for Clinical Nurse Recruitment

Logos for each institution

CONTACT INFO

Andrew Bennie

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**CHALLENGE (Nursing Dean/Faculty Recruitment - Chamberlain's Unlimited Faculty Posting Package)**

- Top Nursing Program needs to recruit 20 remote adjunct nursing faculty members within 6 months to address growing student body
  - Candidates must have 3-5 of teaching experience
  - Candidates must be able to dedicate 20-25 hours per week on courses and assignments
  - Candidates must be open to travel once per quarter to main campus in Chicago

**SOLUTION**

- Unlimited Faculty package and email blast helped achieve X

**Outcome**

- Client saved over \$5,000+ on job postings and digital media by choosing an unlimited faculty package

**FOOTER**

University Partners - Institutions Using Springer Publishing Advertising Solutions for Faculty Nurse Recruitment

**Logos for each institution**

**CONTACT INFO**

Andrew Bennie

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**STYLE GUIDE**

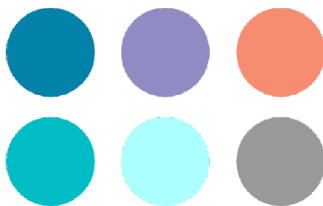
Springer Blue = R0 G131 B169 or #0083a9

**BRANDING ELEMENTS**

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**COLOR**

INSPIRED BY CURRENT LOGO AND BOOK COVERS AS WELL AS NURSE'S SCRUBS



**SHAPES**

INSPIRED BY THE NEW COVERS AND COMPLEMENTARY TO THE LOGO



**IMAGERY**

IMAGES THAT SHOW EMOTION

