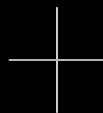




STUDIOCENTER®



Atlantic Anesthesia
ATLANTIC ANESTHESIA

Navigation

1. Information
2. LinkedIn Ads
3. Facebook Ads
4. Google Ads
5. Creative
6. Landing Pages
7. Tracking & Reporting
8. Paid Advertising Budget
9. Next Steps

Information

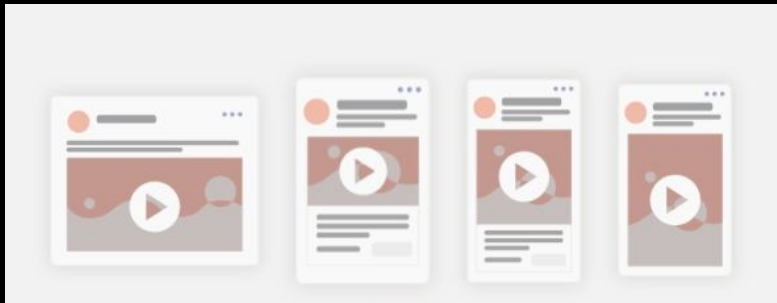
Studio Center created this digital advertising strategy to help Atlantic Anesthesia increase employment applications in outside areas with the help of various digital advertising tactics.



Tactics – LinkedIn Ads

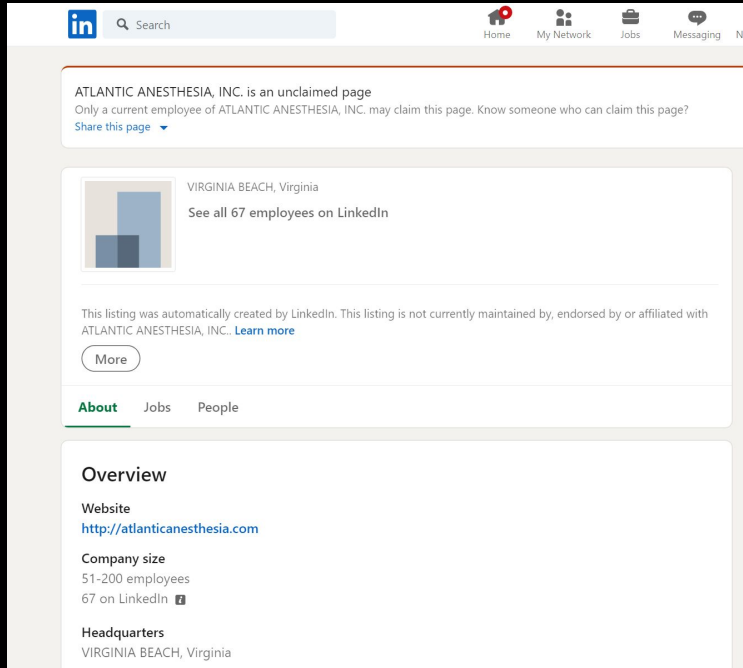
With paid social campaigns run by Studio Center Atlantic Anesthesia will be able to:

- ✓ **Engage and re-engage** with potential applicants
- ✓ Raise **overall awareness** and **reach more people**
- ✓ Bring **qualified applicants** from LinkedIn to the website
- ✓ Target users with the **current title of CRNA** with 2+ years of experience



Tactics – LinkedIn Ads

But first, we'll need to verify the Atlantic Anesthesia page:



The screenshot shows the LinkedIn profile page for Atlantic Anesthesia, Inc. The page is marked as "unclaimed" and includes a "Share this page" button. Below the header, there is a location tag for "VIRGINIA BEACH, Virginia" and a link to "See all 67 employees on LinkedIn". A notice states that the listing was automatically created by LinkedIn and is not currently maintained by the organization. A "More" button is visible below the notice. The page has tabs for "About", "Jobs", and "People". The "Overview" section is expanded, showing the company's website, size (51-200 employees), and headquarters location (Virginia Beach, Virginia).

ATLANTIC ANESTHESIA, INC. is an unclaimed page
Only a current employee of ATLANTIC ANESTHESIA, INC. may claim this page. Know someone who can claim this page?
[Share this page](#)

VIRGINIA BEACH, Virginia
See all 67 employees on LinkedIn

This listing was automatically created by LinkedIn. This listing is not currently maintained by, endorsed by or affiliated with ATLANTIC ANESTHESIA, INC.. [Learn more](#)

[More](#)

About Jobs People

Overview

Website
<http://atlanticanesthesia.com>

Company size
51-200 employees
67 on LinkedIn

Headquarters
VIRGINIA BEACH, Virginia

To claim a Listing Page:

1. Find the organization's Page.
2. Click the Claim this page button in the upper-right corner.
3. Select the checkbox to verify that you're an authorized representative of your organization to claim the Page.
4. Click Confirm. You'll be routed to your Page admin view.

Tactics – Google Ads

With Google Ads Atlantic Anesthesia will be able to:

- ✓ Stay on **top of the Google Search** when current CRNAs search for employment opportunities
- ✓ **Bring qualified high-intent traffic to the website**
- ✓ Raise overall **brand awareness**

Example keywords would include; anesthesia jobs, anesthesiologist jobs, anesthesia work, nurse anesthesiologist jobs, crna job opportunities, crna locum jobs, crna jobs near me, crna, job postings, best crna jobs, registered nurse anesthesiologist jobs

While excluding entry level or graduates who may use terms such as; new grad, salaries, entry level, shadowing



Tactics – Facebook Ads

Our Facebook Ads campaigns will be using several objective types based on our campaign goals:



Reach –

This campaign's goal will be to **reach as many potential applicants as possible** with information about Atlantic Anesthesia.



Engagement –

We'll target people who are more likely to **fit the profile** of a current CRNA already practicing.



Landing Page Views –

We'll reach people who are more likely to **click our ads** and go to the landing page for more information about Atlantic Anesthesia.

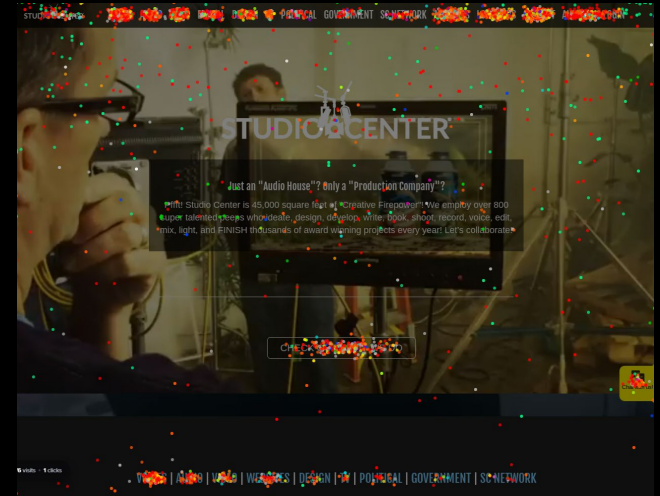
Creative

The Studio Center team will work with Atlantic Anesthesia to create ads that will highlight the best selling points of joining the team including sign on bonuses, employee benefits and living in Virginia Beach.

Creative will highlight some of the benefits of applying with Atlantic Anesthesia such as \$50 - \$100K sign on bonus with the prior experience. As well as highlight cost of living and other benefits of living near the beach.

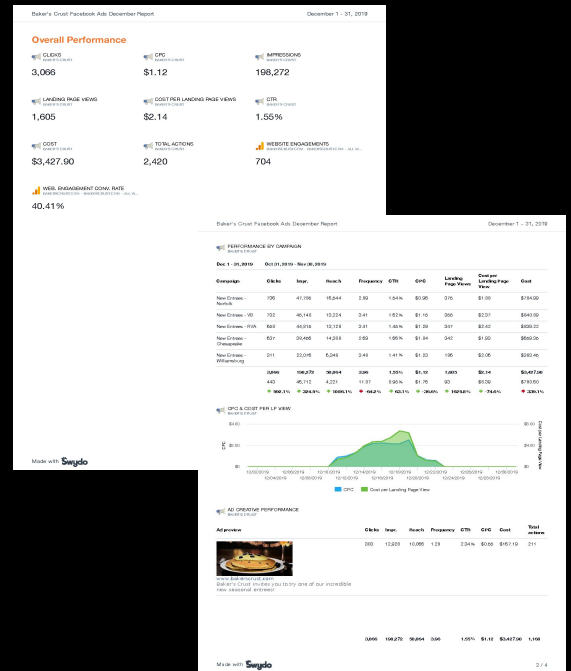
Studio Center will provide monitoring and optimization throughout the campaign

- Studio Center will provide **15-Day** and **30-day reports** for the paid advertising performance, and recommendations to improve results.
- We can also provide recurring **Bi-weekly reports** and an **online live dashboard** with the campaign performance that **can be accessed 24/7**.



Tracking & Reporting

- Studio Center will provide **15-Day** and **30-day reports** with the paid advertising performance overview, campaign updates, and our recommendations.
- We can also provide recurring **Bi-weekly reports** and/or an **online live dashboard** with the campaign performance that **can be accessed 24/7**.
- With the right access we can implement **heat mapping** to optimize any landing pages that we'll be using.
- We will use Google Optimize to **A/B test our landing pages**, offers, and other website features.



Tracking & Reporting

We'll be tracking such metrics as:

- Reach & Impressions
- Engagements & Engagement Rate
- New page likes/followers
- Clicks
- Landing Page Views
- Cost (CPC, CPM, Cost/Engagement, Cost/Conv., etc.)
- CTR
- Conversions & Conversion Rate
- Bounce Rate and other metrics that can help us optimize our campaign performance



Social Media & Paid Advertising – Budget

GOLD

\$11,000

Includes management fee + ad budget

Google Ads

- 10K - 12K impressions
- 1,000 - 1,200 clicks

Facebook Ads

- 16.5K - 48K Reach
- 90 - 360 clicks
- 2.6K - 3K Audience size

LinkedIn Ads

- 21,000K Audience size
- 19K - 51K impressions
- 1.2K - 3.8K clicks

SILVER

\$7,000

Includes management fee + ad budget

Google Ads

- 10K - 12K impressions
- 1,000 - 1,200 clicks

BRONZE

\$4,000

Includes management fee + ad budget

Facebook Ads

- 16.5K - 48K Reach
- 90 - 360 clicks
- 2.6K - 3K Audience size

LinkedIn Ads

- 21,000K Audience size
- 19K - 51K impressions
- 1.2K - 3.8K clicks

Next Steps

1. Budget Determination
2. Admin Access to Facebook Page for Social Ads
3. Admin Access to LinkedIn Page for Post Ads
4. Analytics Setup
5. Paid Digital Campaign Setup and Launch
6. Reporting & Ongoing Campaign Optimization

Project Summary & Selections

Thank you for the opportunity to submit a proposal. We look forward to working with you!

- Gold Option: \$11,000.00/month
 - Campaign Launch and Management
 - Creative
 - Tracking and Reporting

- Silver Option: \$7,000.00/month
 - Campaign Launch and Management
 - Creative
 - Tracking and Reporting

- Bronze Option: \$4,000/month
 - Campaign Launch and Management
 - Creative
 - Tracking and Reporting

Accepted by: _____

Client

Date

Studio Center

Date

100% deposit is due at the beginning of each month in order to place media. Estimate valid for 10 days from 4/18/2023.

Thank You.