CAREWORK

The Secrets of Online Job Ads

Find and Hire More Caregivers

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FOUNDER, CEO OF CAREWORK

- M.S. Biomedical Science
- Army Wife
- Mom of Two
- Home Care Hiring Expert

Carework

The Home Care Hiring Experts

150+ Weeks of Data

We update our reporting and metrics for all of our clients on a weekly basis

50,000+ Applicants

We've processed more than 50,000 applicants for our clients across the U.S.

We function as the recruiting team for our clients, working on various job platforms 7 days a week and personally calling each applicant.

Our Agenda

01 CAREGIVER FIRST MINDSET

02 EVALUATING AD PERFORMANCE

03 INCREASING % HIRED

04 RECRUITING IS THE KEY

THE REAL SECRET IS...

Put the caregiver's needs first.

Caregiver First vs. Agency First

CAREGIVER	AGENCY
Pay and hiring timeline first	Agency history first
Starting pay listed	Vague statements
Job benefits listed first	Job duties or requirements first
Easy to apply & interview	Lots of tedious steps or hassle

Writing a Good Job Ad

→ Start Strong

Start your ad with a few quick statements that separate you from the competition.

→ Keep It Readable

Avoid long paragraphs and sentences.

→ Speak to the Caregiver's Needs

Stay in touch with what caregivers are looking for, and speak to those needs directly in your job ad.

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Secret #1 : Data will tell you *exactly* what to say first in your ads.

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Evaluating Job Ads

→ Evaluate Monthly

Give new job ads more than a week or two before deciding if they're effective, but don't "set it and forget it".

→ Review Cost Per Applicant & Cost Per Hire

The first step in your hiring pipeline, and key to budget forecasts.

→ Shift Budget to Higher Performing Ads

Once a month, adjust your budget to put more money into well-performing ads.

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Secret #2 : Some job boards obscure data that doesn't reflect well on them.

Key Ad Strategies

→ **Post Directly on the Individual Hiring Platform**

Most of your quality leads will come from the same few platforms, anyways.

→ **Repost Each Ad Every 30 Days**

Run 3-4 ads at once and repost a different ad each week.

→ **Combine Free and Paid Ads**

Different caregivers have different scrolling habits.

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Secret #3 : Some caregivers scroll right past paid ads!

Caring for Applicants

→ Keep them organized

Don't let caregivers fall through the cracks.

→ Have someone dedicated to this process

It's time-consuming, but it's crucial.

→ Don't forget about the weekends!

Our data shows that **20.33%** of caregiver applications happen over the weekend!

Your market is YOUR market

- What worked for someone in another town or at another agency may not work for you.
- It will change throughout the years.
- Don't make rash decisions- use your data!

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Don't throw money away

- You can't outspend a broken recruiting pipeline.
- You need to know your conversion rates
- You need to invest time and money into your entire recruiting pipeline.

What to Track:

Weekly is best, but monthly can suffice

Number of Applicants

+ Cost per Applicant

Number of Booked Interviews

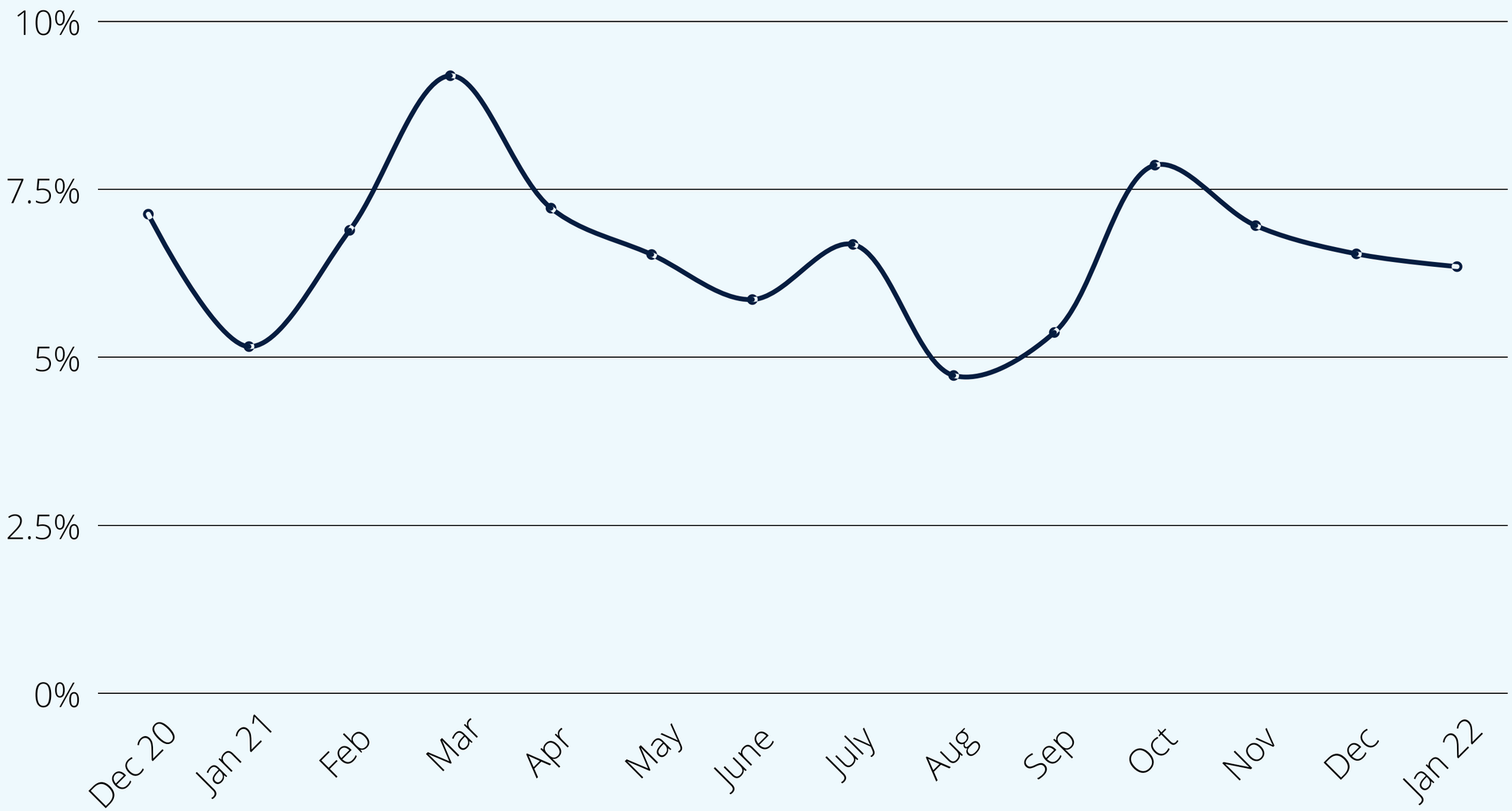
Number of Successful Interviews

Hires

Work backwards to determine cost per hire

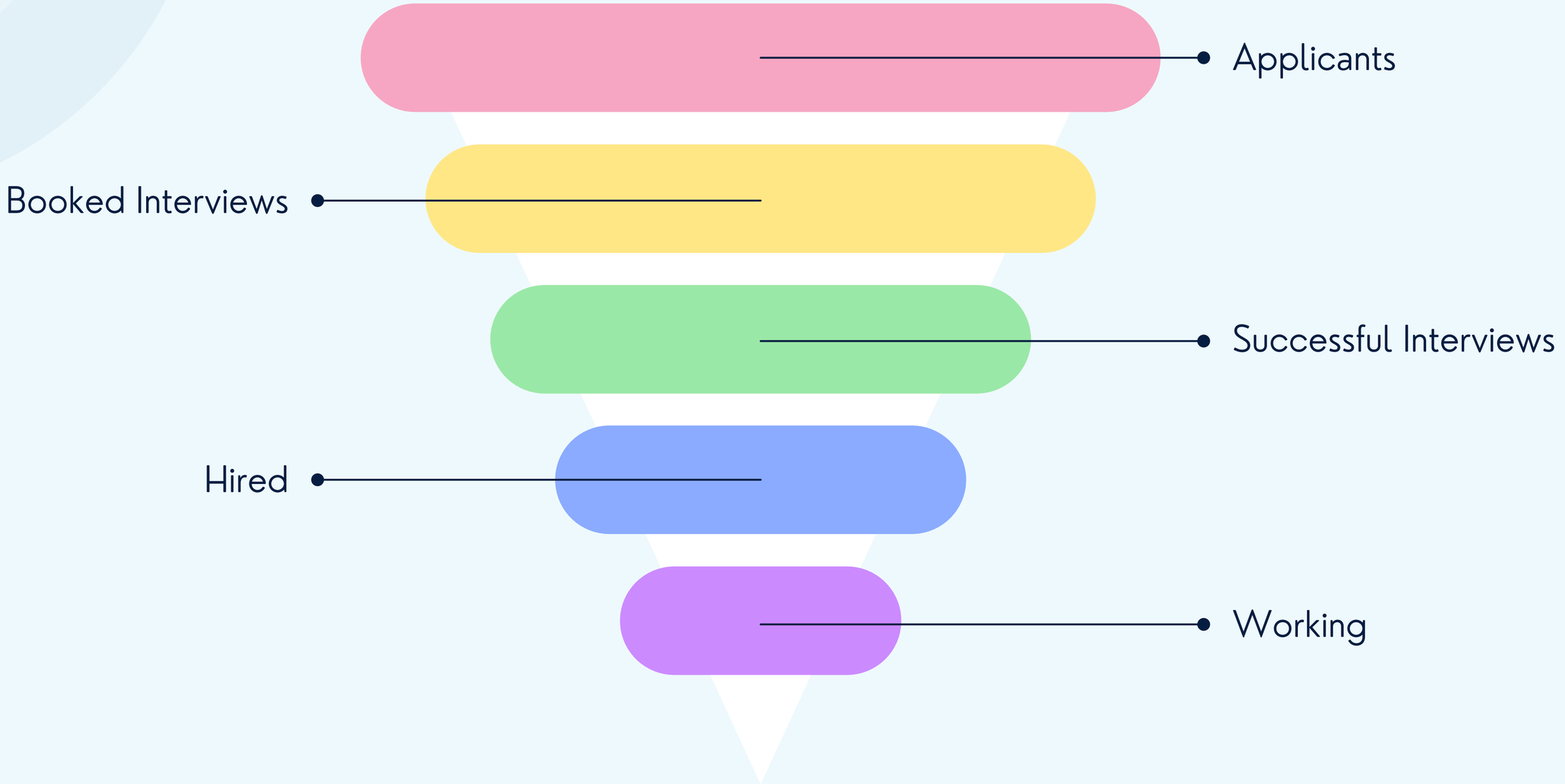
National Data

Average % conversion of applicants to hires



Data belongs to Carework

Hiring Funnel



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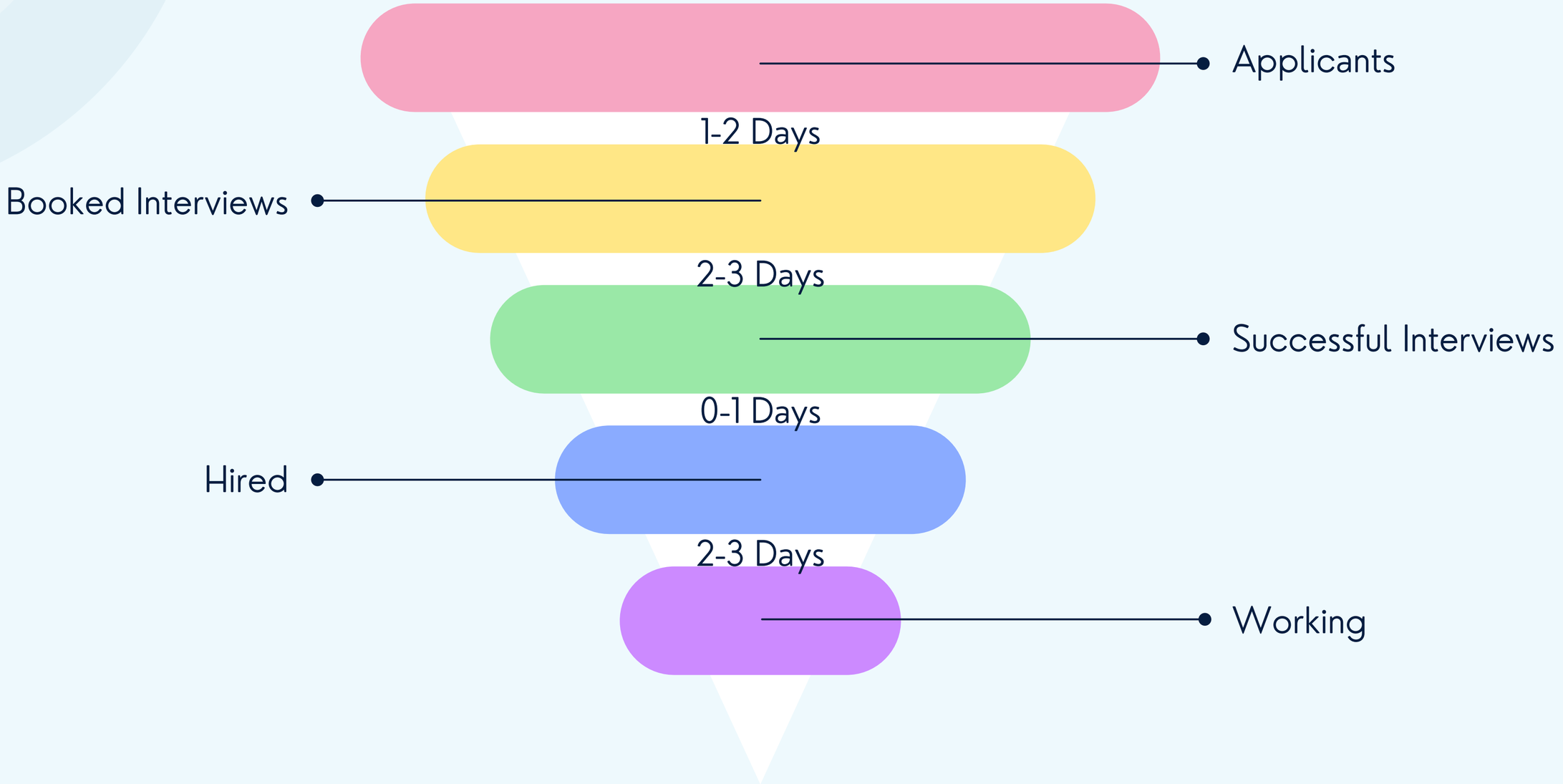

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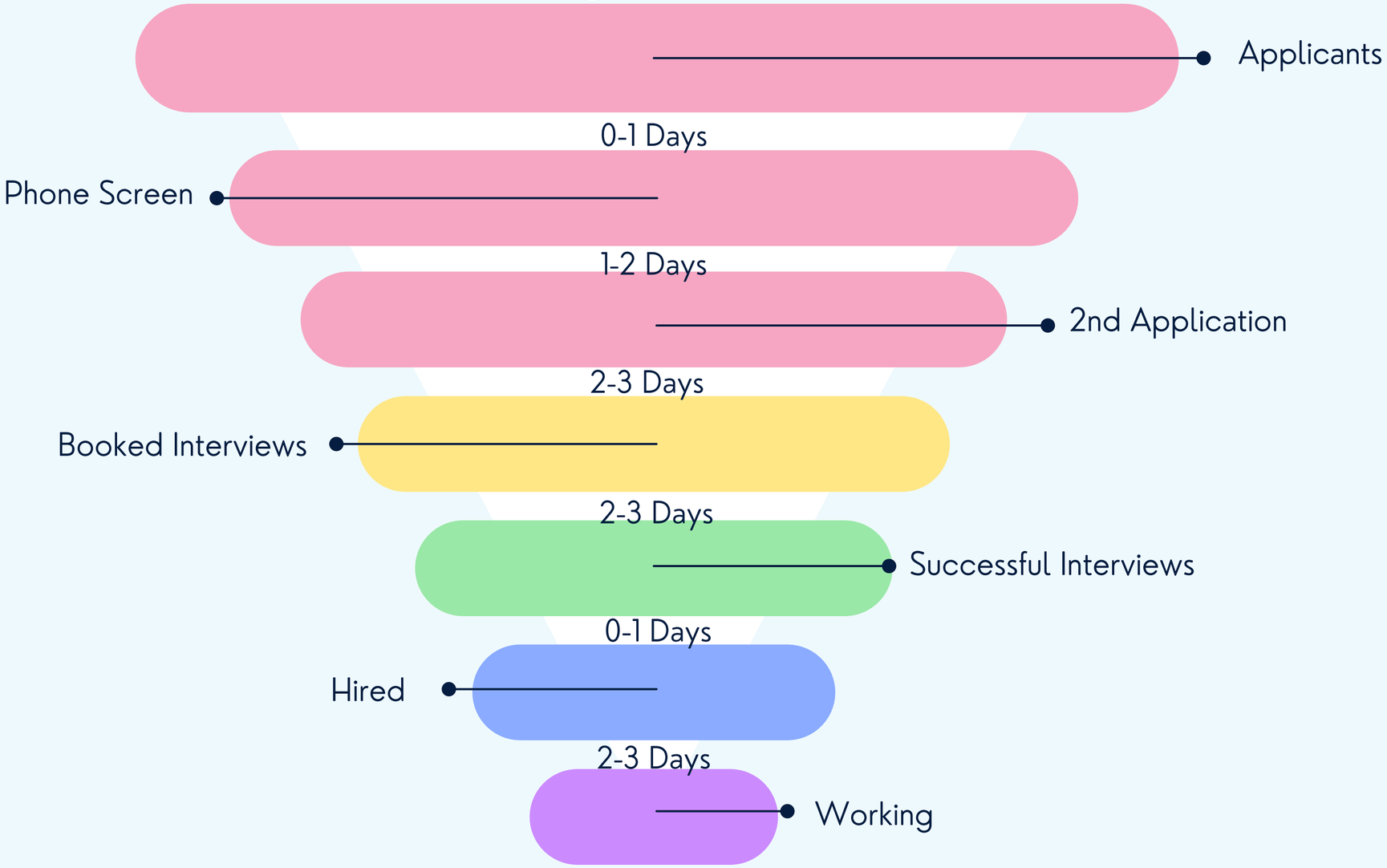

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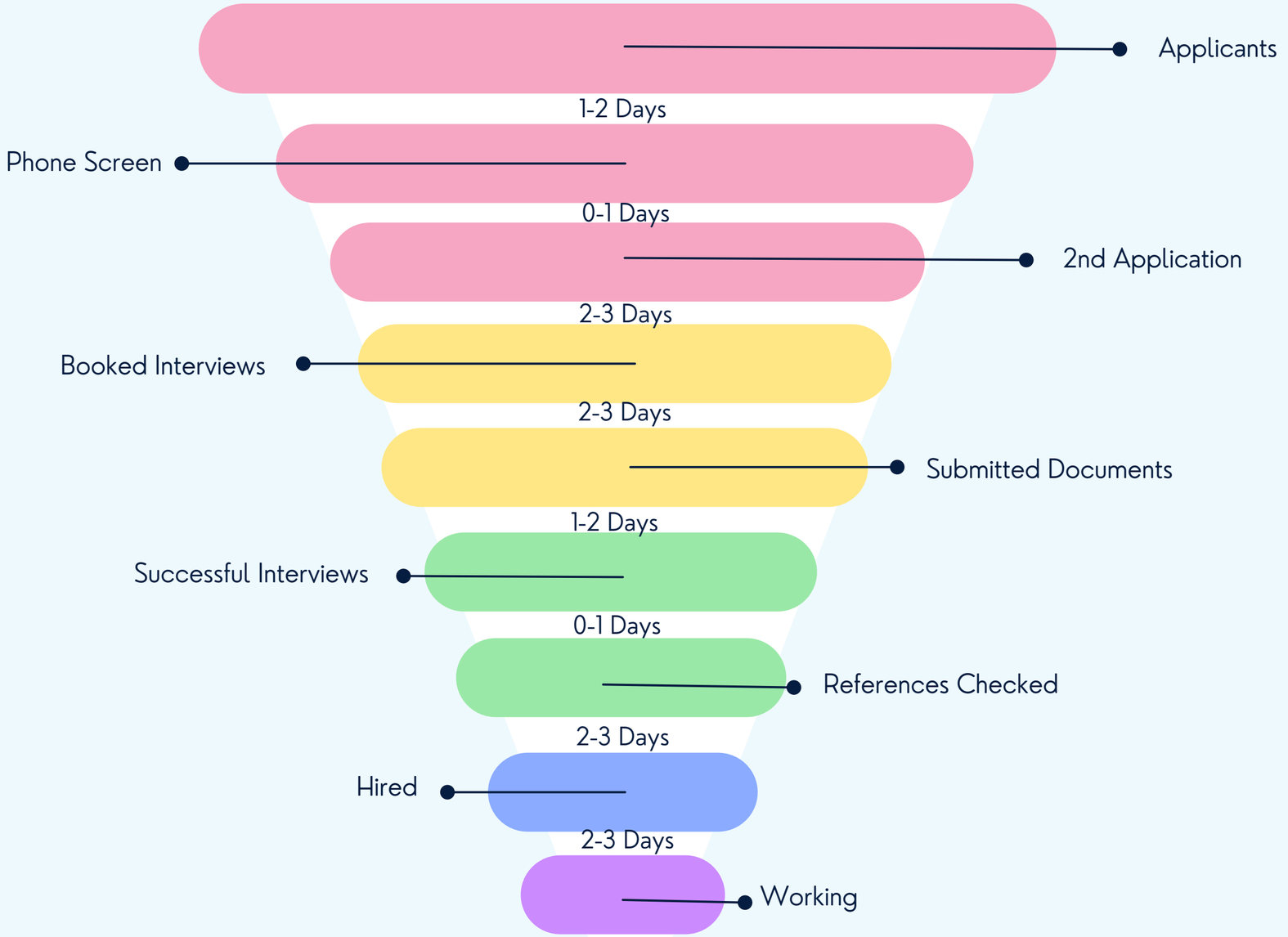

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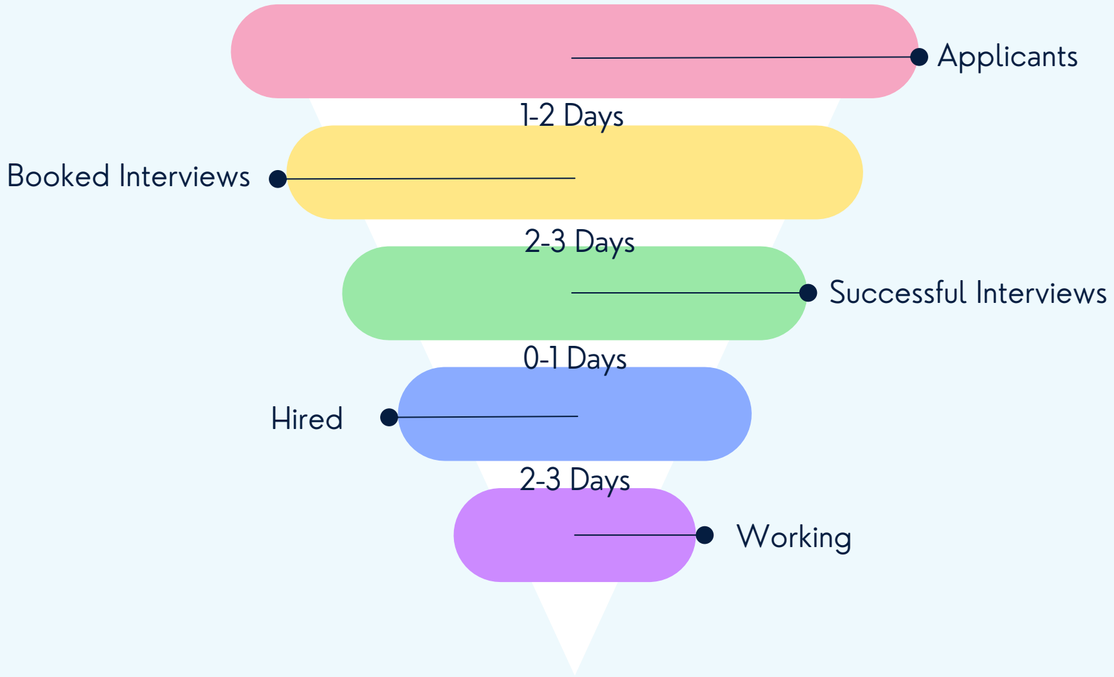

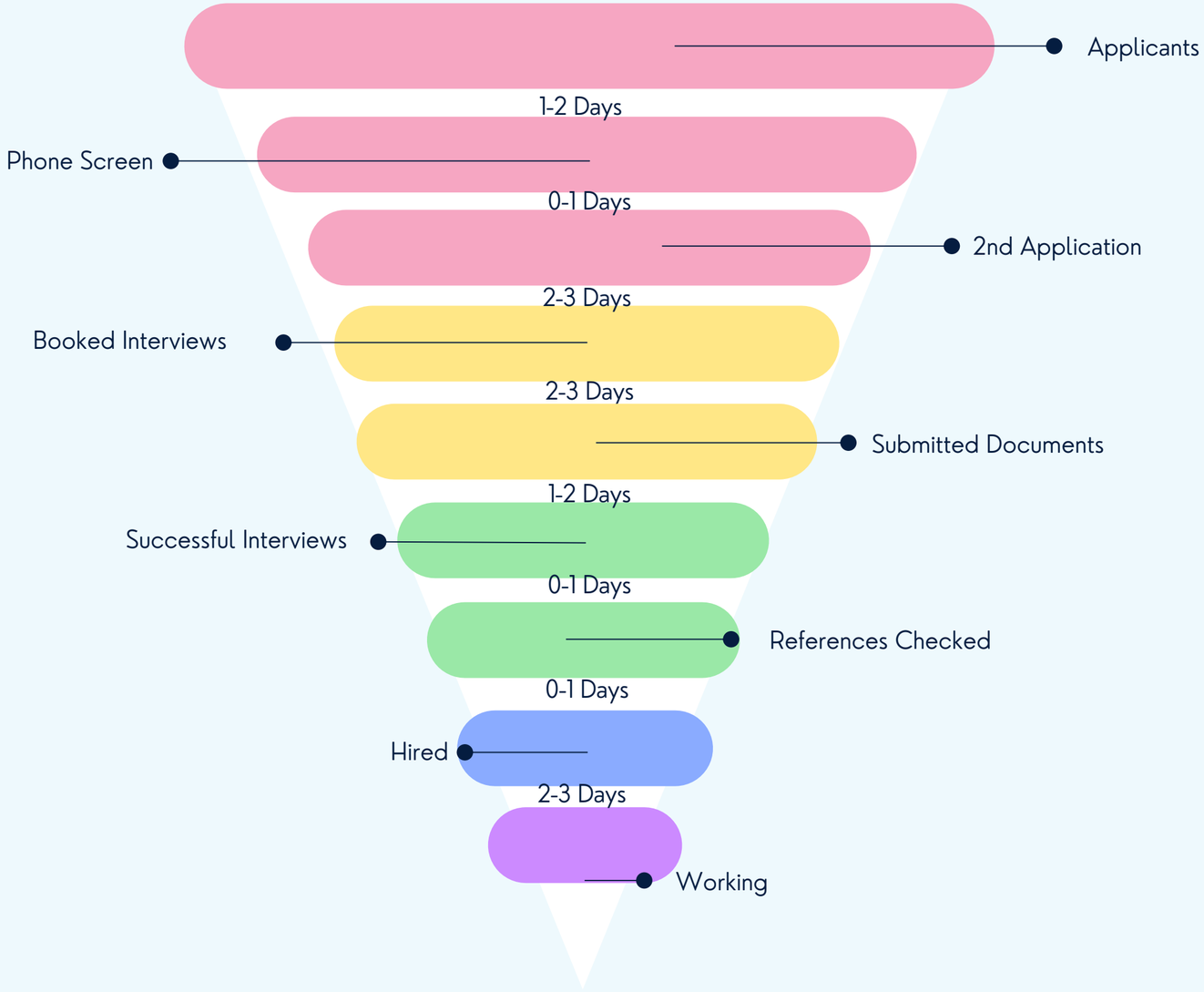

Strategies to Streamline

→ 2nd Application : At Interview

Schedule an extra 15 minutes of time and have the application ready for them.

→ Submitting Documents : Optional & Easy Before Interview

Don't let a hassle lead to a canceled interview. Give an easy way for them to submit documents ahead of time, but don't require it.

→ Checking References

Don't withhold a job offer! Do this simultaneously while moving forward in good faith.

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Secret #4 : You can grow your agency just by streamlining and perfecting your hiring pipeline.

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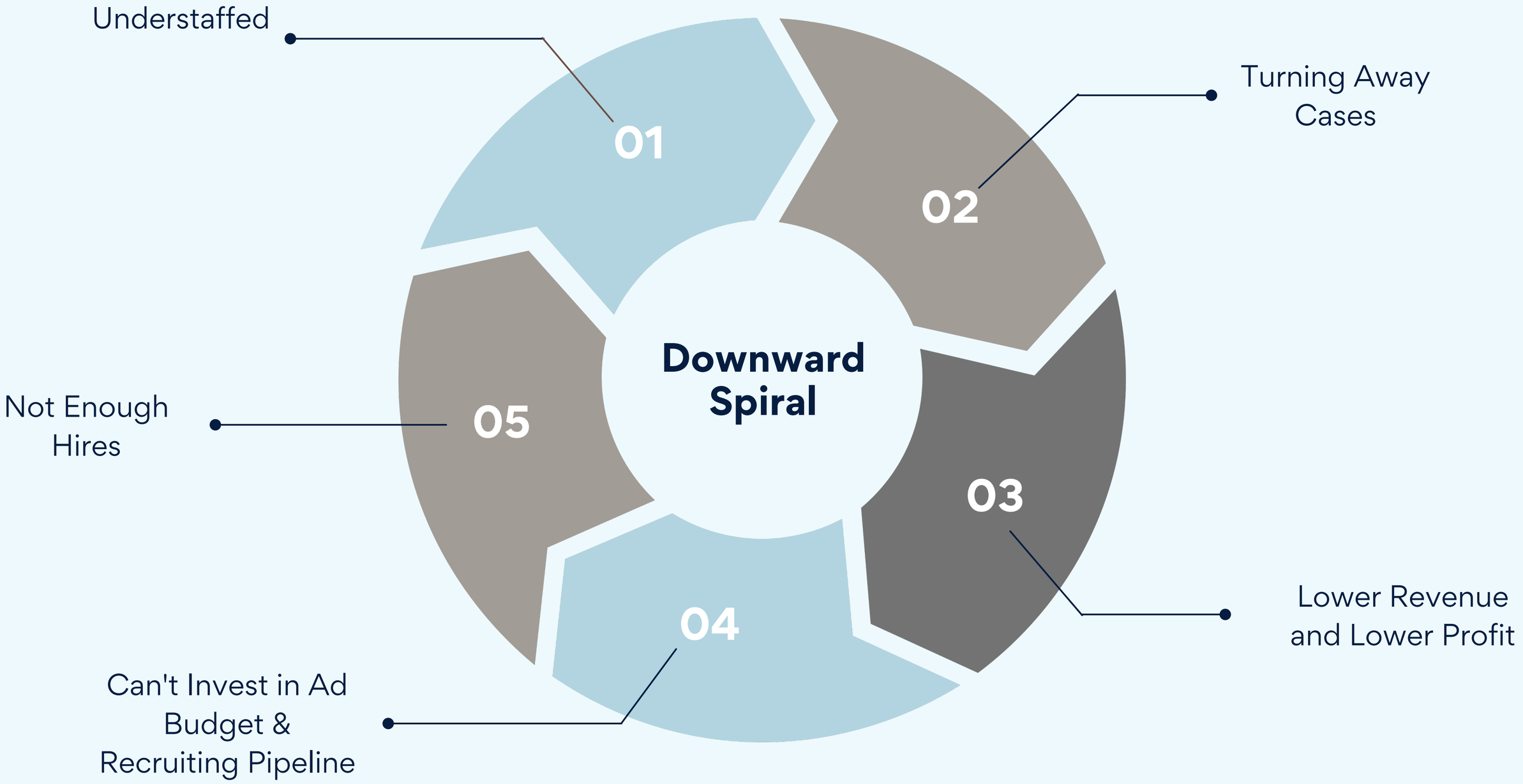
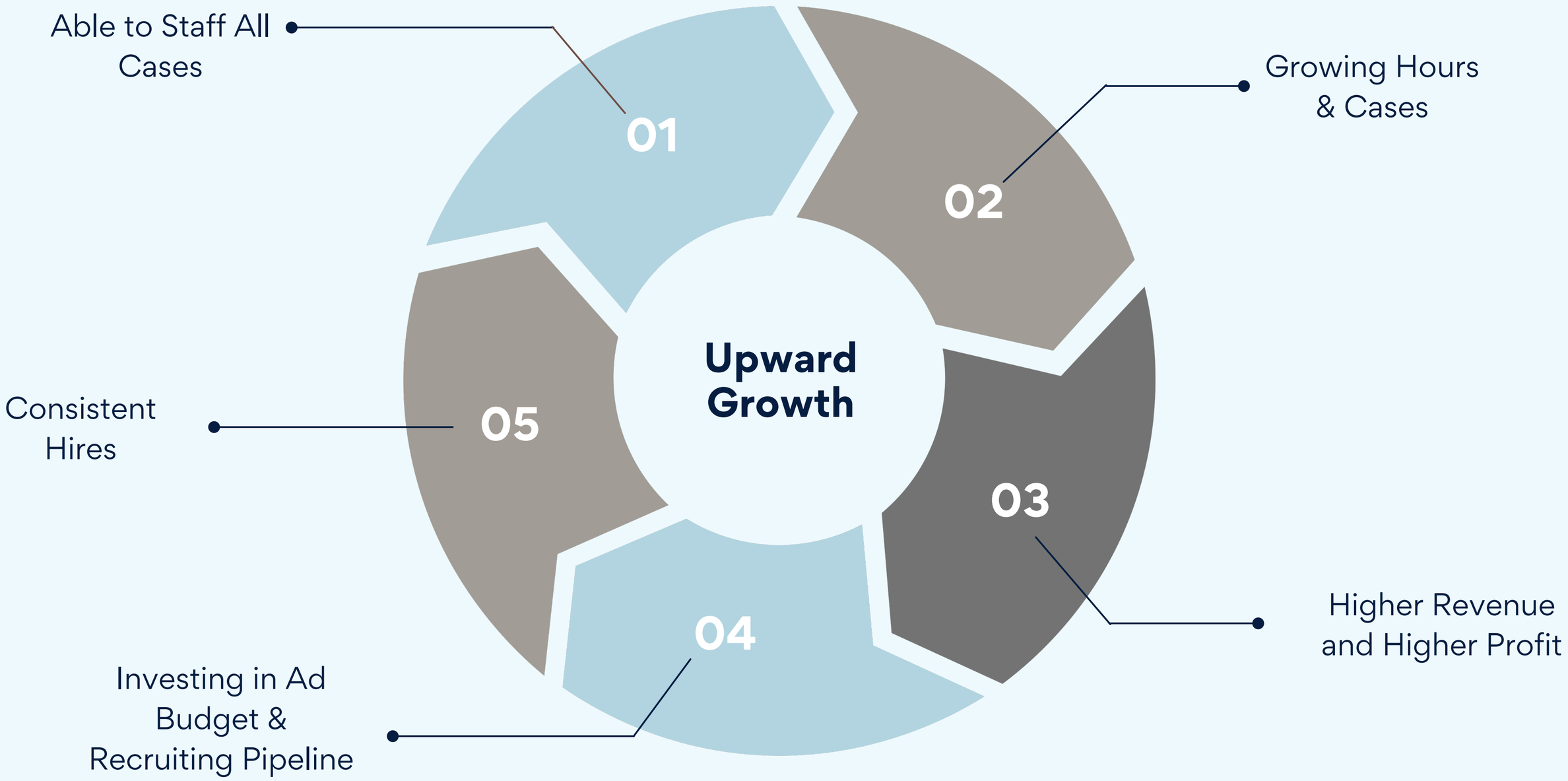
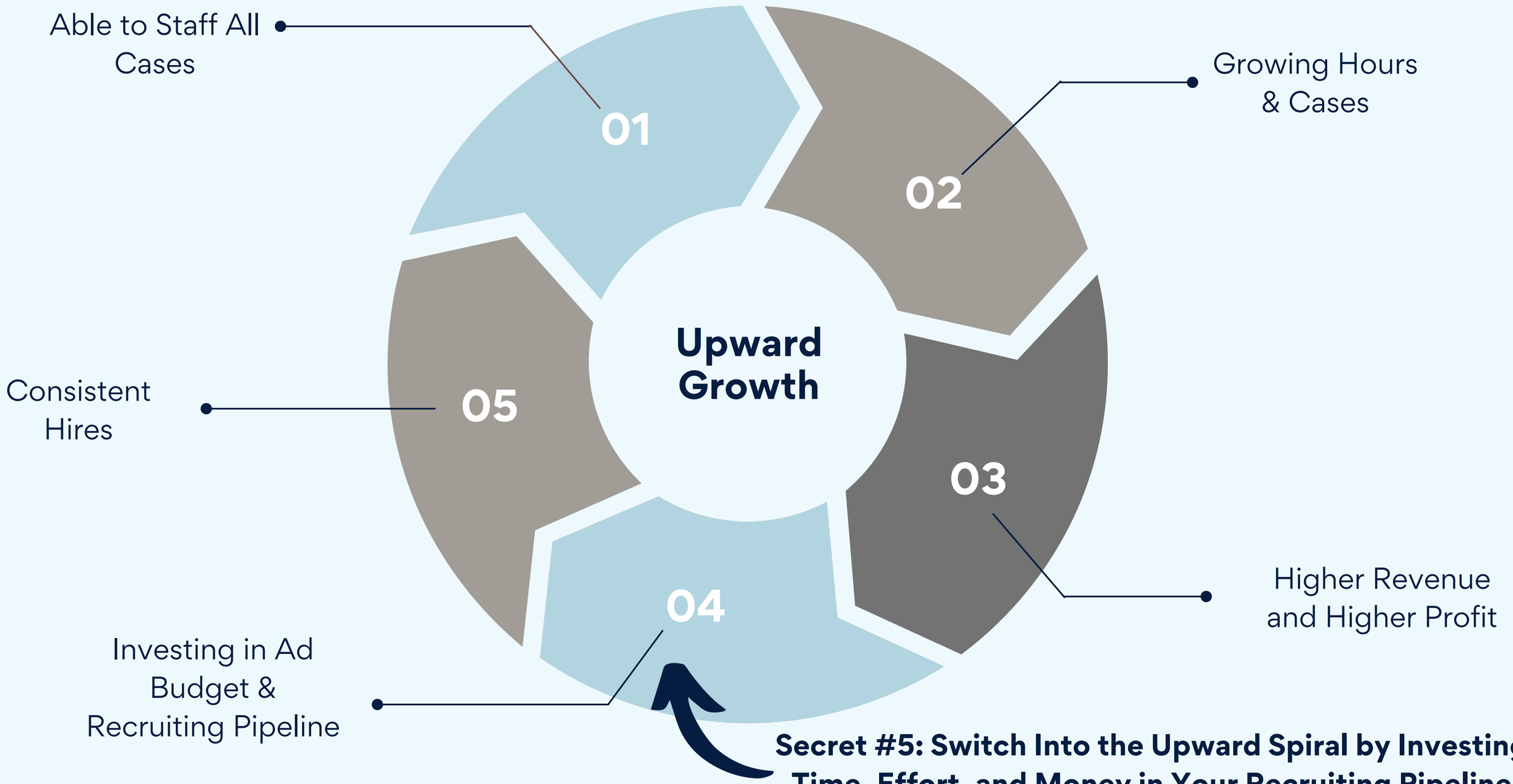

Understaffed
01
Turning Away Cases
02
Lower Revenue and Lower Profit
03
Can't Invest in Ad Budget & Recruiting Pipeline
04
Not Enough Hires
05
Downward Spiral


Able to Staff All Cases
01
Growing Hours & Cases
02
Upward Growth
Consistent Hires
05
03
Higher Revenue and Higher Profit
04
Investing in Ad Budget & Recruiting Pipeline



Secret #5: Switch Into the Upward Spiral by Investing Time, Effort, and Money in Your Recruiting Pipeline

CAREWORK

Learn More From Carework

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