



Catch Marketing Services
CASE STUDY

How Trustaff used account tuning and landing page optimization to increase lead flow by 10x

Trustaff

- ▶ A recruiting and healthcare staffing agency with a focus on filling travel nursing jobs.
- ▶ Trustaff represents skilled healthcare professionals and helps place them at exceptional facilities in all 50 states, offering high-paying positions for every specialty and modality.
- ▶ Founded in 2002- a pioneer in the travel nursing industry.



Andy Hartman
Marketing Director

Learn More about Trustaff
trustaff.com

Goals

Finding an effective way to **increase lead flow** at a reasonable cost per lead

Obstacles

Competing on paid search with companies 5-10x the size with much larger budgets – difficulty in distilling value proposition.

Results

Decreased cost per lead by 83% while **increasing lead flow by 10X**

With travel nurses often earning 20-30% more than their staff counterparts, these positions have become highly sought after. This demand has led the healthcare staffing industry to become extremely competitive. Truststaff recognized that building and fostering relationships with travel nurses in the market was crucial to succeed. Consequently, lead generation has been a primary focus in their marketing efforts.

Getting **consistent leads to their recruiters at a reasonable cost per lead** turned out to be quite a struggle. In order to address this, Truststaff decided to partner with Catch Marketing Services with the goal to increase lead generation flow while decreasing their cost per lead.

Catch began by restructuring the Paid Search campaigns and redesigning the landing pages to focus on communicating a consistent

message around the value that truststaff brings in comparison to their larger competitors. Through **constant A/B testing of ad text and landing page changes, consistent progress was made to both increase lead flow and decrease cost/lead**. In addition to increasing lead flow, through a feedback loop with the recruiters, Catch was able to increase the quality of the leads through keyword tuning and adjustments to landing pages.

This restructure and consistent optimization led to the cost per lead decreasing by 83% while increasing lead flow by 10x.



Google Ads - Results

Custom Oct 1, 2016 – Mar 31, 2021 ▾

— Conversions ▾ — Cost / conv. ▾

