



PEAK

MOBILE VASCULAR ACCESS

Campaign 1: Nurse Recruitment

Campaign 1: Nurse Recruitment

- **Keywords:** vascular access, PICC Nurse, Vascular Nurse, VABC
- **Strategy:** Market by intent without restricting to the particular city but add city-specific job posts to LinkedIn and link to the LI page.
- **Intent Topics:** (the subject matter searched for by unknown user; limited to Tesorus list)
 - *Vascular OR*
 - *Critical care medicine OR*
 - *Job Boards*
- **CTA:** Schedule a call with Zach; apply with link
- **Audience:**
 - State: MO, AR
 - Job Title: (contains) nurse, RN, PICC RN, registered nurse
 - Avg daily prospects is **47**
- **Duration:** one month
- **Schedule:** Mon-Sun
- **Volume: 50/day**
 - Average daily prospects 8/18: 47/day.
 - Expected budget: **\$270** based on known intent and audience filters.
 - we can adjust the volume ceiling/day to **100**. The budget will be closer to **\$560** max, but the system will only charge for the legitimate number of contacts.

Email 1: Peak Mobile Vascular Access is Looking for Nurses in MO and AR

[~Standard_FirstName:Hi~],

Peak Mobile Vascular Access is looking for nurses in Missouri and Arkansas to provide services on an as-needed basis. More details about the position can be found on our application page linked below.

<https://share.google/TAqWcAOeEa1Kvteuj>

Use my calendar link to book a time to speak or call my phone number in the signature.

<https://app.calendarbridge.com/book/thatleadwellguy/peak>

Hope to speak with you soon!

Zach Westfall

618-975-0365

Peak Mobile Vascular Access

[~PHYSICAL ADDRESS~]



[opt out](#)

Triggers:

IF NO ONE [OPENS EMAIL 1],
WAIT 3 DAYS AND SEND
EMAIL 2

IF [CLICKED EMAIL 1], MOVE
TO "NURTURE" CAMPAIGN.

- manually send re-engagement email (template) if no meeting was scheduled.

Email 2: Apply today! Peak Mobile is looking for skilled RNs

[~Standard_FirstName:Hi~],

Peak Mobile Vascular Access is filling as-needed PRN positions in MO and AR. We offer **competitive pay** and **flexible scheduling**. More details about the position can be found on our application page linked below.

<https://share.google/TAqWcAOeEa1Kvteuj>

My calendar link is below if you have any questions.

<https://app.calendarbridge.com/book/thatleadwellguy/peak>

All the best,
Zach Westfall
618-975-0365
Peak Mobile Vascular Access
[~PHYSICAL ADDRESS~]



[opt out](#)

Triggers:

IF NO ONE [OPENS EMAIL 1],
WAIT 3 DAYS AND SEND
EMAIL 2

IF [CLICKED EMAIL 2], MOVE
TO "NURTURE" CAMPAIGN.

- manually send re-engagement email (template) if no meeting was scheduled.

IF NO ONE [OPENS EMAIL 1]
AND [OPENS EMAIL 2], WAIT
3 DAYS AND SEND EMAIL 3

Email 3: Interested in this flexible RN position with Peak Mobile Vascular Access?

[~Standard_FirstName:Hi~],

Peak Mobile Vascular Access is looking to fill a flexible PRN position. Apply at using the link below.

https://share.google/TAqWcAOeEa1Kvteuj_

Schedule time on my calendar if you want to discuss.

<https://app.calendarbridge.com/book/thatleadwellguy/peak>

Thanks,
Zach Westfall
618-975-0365
Peak Mobile Vascular Access
[~PHYSICAL ADDRESS~]



[opt out](#)

Triggers:

IF NO ONE [OPENS EMAIL 1],
WAIT 3 DAYS AND SEND
EMAIL 2

IF [CLICKED EMAIL 3], MOVE
TO "NURTURE" CAMPAIGN.

- manually send re-engagement email (template) if no meeting was scheduled.

IF NO ONE [OPENS EMAIL 1]
AND [OPENS EMAIL 2], WAIT
3 DAYS AND SEND EMAIL 3

Re-engagement email (manual send):

[~Standard_Firstname:Hey~]

It appeared as though you had some interest in a position with Peak Mobile Vascular Access and I wanted to reach back out to see if you had any questions about the job description. I think you're a great candidate for this position and I'm hopeful we could get you started as soon as possible.

<https://share.google/TAqWcAOeEa1Kvteuj>

Feel free to book time on my calendar below, or use the phone number in my email signature if that is easier.

<https://app.calendarbridge.com/book/thatleadwellguy/peak>

Thanks,
Zach Westfall
618-975-0365
Peak Mobile Vascular Access
[~PHYSICAL ADDRESS~]



[opt out](#)

Triggers:

Manually send to the list of nurses that are imported from intent AND clicked the email. Intent contacts will be identified in the campaign and this can be used as a call script to engage as well.

Campaign 2: Hospital Partnerships

Campaign 2: Hospital Partnerships

- **Keywords:** vascular access, PICC Nurse, Vascular Nurse, VABC
- **Strategy:** Market by intent without restricting to bed size (limited by state)
- **Intent Topics:** (the subject matter searched for by unknown user; limited to Tesorus list)
 - Healthcare Providers OR
 - Vascular OR
 - Critical care medicine
- **CTA:** Schedule a call with Zach
- **Audience:**
 - State: MO & AR
 - Industry: Hospitals and health care
 - Seniority level: director, head, vice president, cxo
 - Avg daily prospects is **45**.
- **Duration:** one month
- **Schedule:** Mon-Sun
- **Volume:** 50/day
 - Expected budget: **\$270** based on known intent and audience filters.
 - we can adjust the volume ceiling/day to 100. The budget will be closer to \$560 max, but the system will only charge for the legitimate number of contacts.

Email 1: Peak Mobile Vascular Access Can Assist In Your Staffing Needs.

[~Standard_FirstName:Hi~],

Peak Mobile Vascular Access provides on-demand vascular access solutions directly to hospitals, including PICC lines, midlines, and peripheral IVs (PIV).

For more details, **schedule time on my calendar below** to talk through the benefits and implementation of our services.

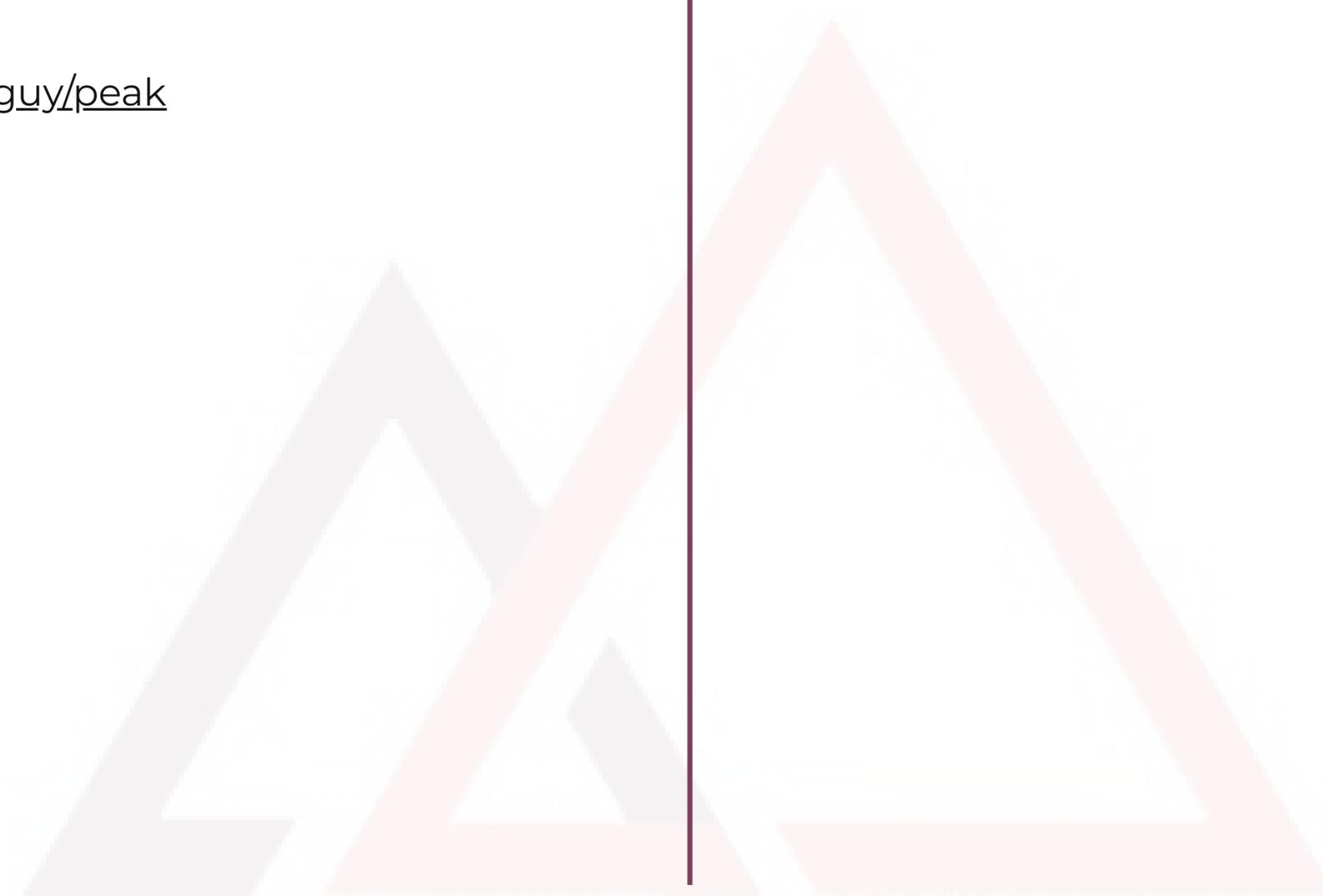
<https://app.calendarbridge.com/book/thatleadwellguy/peak>

Thanks,
Zach Westfall
618-975-0365
Peak Mobile Vascular Access
[~PHYSICAL ADDRESS~]



[opt out](#)

Triggers:



Email 2: Provide Better On-Site Care Through Peak Mobile Vascular Access.

[~Standard_FirstName:Hi~],

Peak Mobile Vascular Access provides on-demand skilled nurses to administer PICC lines, midlines, and peripheral IVs to facilities that need support. We're built to respond quickly, reduce procedure delays, and help you maintain seamless care for your patients.

Schedule time on on my calendar to discuss further.

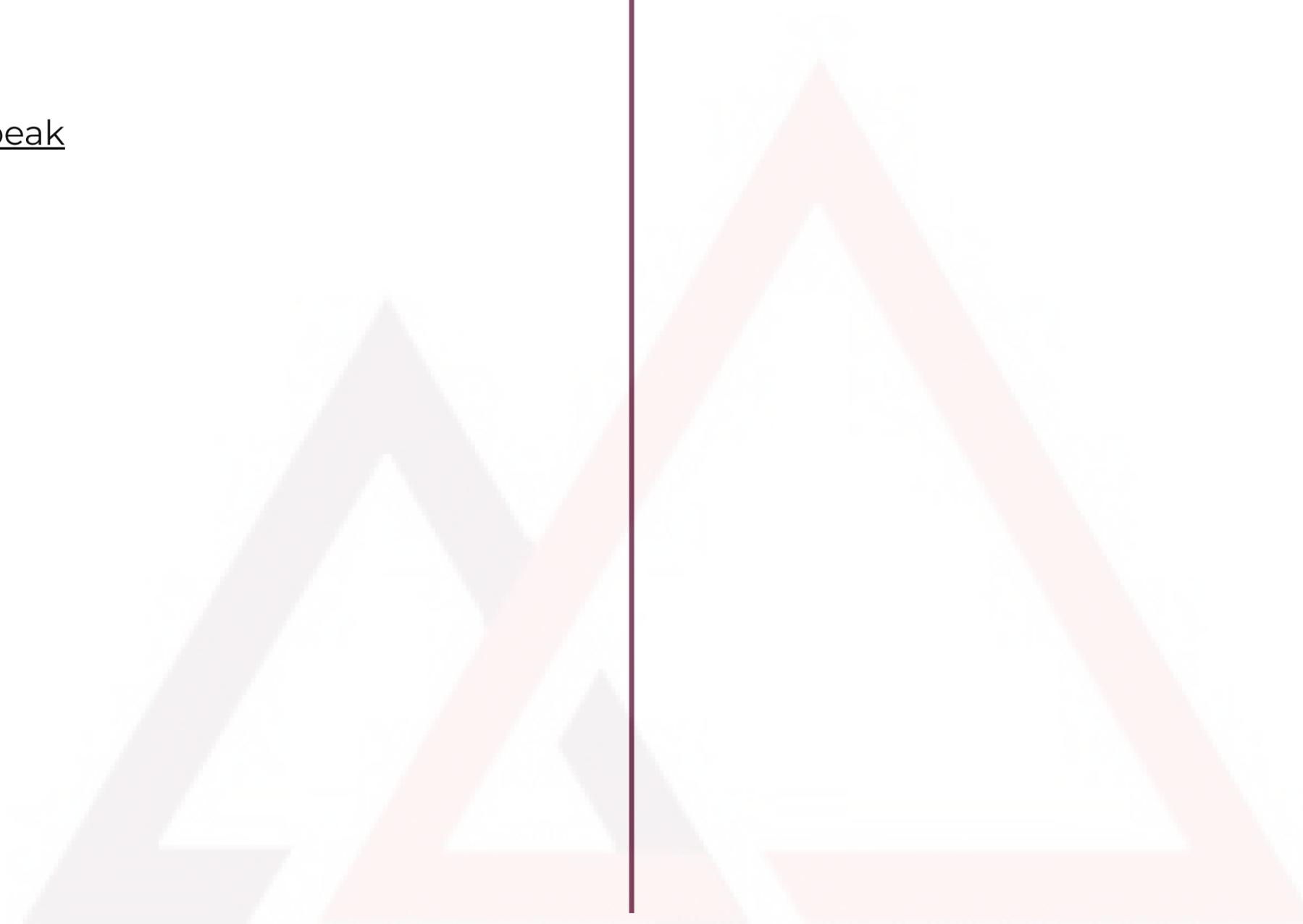
<https://app.calendarbridge.com/book/thatleadwellguy/peak>

All the best,
Zach Westfall
618-975-0365
Peak Mobile Vascular Access
[~PHYSICAL ADDRESS~]



[opt out](#)

Triggers:



Email 3: A Note From Peak Mobile Vascular Access.

Triggers:

[~Standard_FirstName:Hi~],

Peak Mobile Vascular Access is ready to care for the patients while performing and monitoring the clinical insertion of a Peripherally Inserted Central Catheter (PICC), Midline Catheters, Peripheral IV Catheters, and other venous access devices inserted with and without the use of ultrasound guidance.

For more details, please refer to our [press release](#) on our services and expansion or grab a time **slot on my calendar below** to talk through the benefits and implementation of our services.

<https://app.calendarbridge.com/book/thatleadwellguy/peak>

Thanks,
Zach Westfall
618-975-0365
Peak Mobile Vascular Access
[~PHYSICAL ADDRESS~]



Campaign 3: LTAC Pharmacies

Campaign 3: LTAC Pharmacies

List of providers: Missouri Providers:

- ALPS LTC Pharmacy (Springfield/Nixa) – Covers MO, AR, OK, KS; offers eMAR integration, 24/7 support, daily delivery, and compliance packaging.
- Guardian Pharmacy of the Heartland – Based in Springfield, with service coverage throughout Missouri and into NW Arkansas. Focus areas include assisted living, memory care, PACE programs, and behavioral health.
- PharMerica – National provider with Missouri coverage; supports SNFs, hospice, behavioral health, home infusion, and senior living.
- Thrifty White Pharmacy – Regional chain with dedicated LTC operations for SNFs, ALFs, and group homes.
- Omnicare (CVS Health) – Full-service LTC pharmacy with national reach; provides multi-dose packaging, medication management, and clinical consulting.

Arkansas Providers (Representative Selection):

- Dean's Pharmacy #1 LTC – Dewitt, AR
- Coker-Hampton Drug Co (LTC) – Stuttgart, AR
- Soo's Drug Store LTC / Medicine Shoppe LTC / Stone's Pharmacy – Jonesboro, AR
- Southern Pharmacy of Arkansas – Jonesboro, AR
- Econo-Mart Pharmacy / Sav-On LTC / Wilson Wil-Sav – Batesville/Southside region
- Genoa Healthcare – Van Buren, Little Rock
- InfuserX+ – Fayetteville, AR
- AllCare Long Term Care Pharmacy – Statewide AR provider with ExactMed iMAR and 24/7 service
- AuBurn Pharmacy LTC – Offers coverage in AR with a focus on consulting, IV therapy, and compounding

Gaps in Contact Table (next page)

- PharMerica and Thrifty White rarely list local GMs/PICs publicly. Use the numbers listed and ask for the GM/Account Executive for your facility/ZIP to get straight to the decision maker.
- Southern Pharmacy of Arkansas lists its exec team (above) and routes new-business via its site's contact; that's the best entry point for sales/contracting.

Approach

- Independents & regionals (e.g., ALPS, Dean's, Coker-Hampton, Soo's, AllCare, AuBurn) → Start with a **phone call**. Use the main line, ask for the PIC or owner by name, and keep the opener under 30 seconds. Confirm the email of decision maker while on the phone and follow up with summary w/in 24 hours. Follow up 2-3 days later.
- Corporate/national (PharMerica, Omnicare, Guardian, Thrifty White, Genoa) → Send a short **email first**, then follow up with a call within 2–3 business days referencing your email.

Provider	Likely decision maker(s)	Role	How to reach
ALPS LTC Pharmacy (Springfield/Nixa)	Melody Savley, RPh; Don Savley	Co-owners (Chief Pharmacy Officer; CEO/President)	LTC main line (417) 893-3902 ; LTC address 105 S Ridgecrest Ave, Ste 2, Nixa, MO 65714 ; LTC contact Michael Hanley – mhanley@alpspharmacy.com (public listing). (Pharmacy Times , Cardinal Health , Alps Pharmacy , Missouri Health Care Association)
Guardian Pharmacy of the Heartland (Springfield)	Michael Counts, PharmD	President (local market leader)	Main (866) 860-4179; 2107 E. Rockhurst, Ste C, Springfield, MO 65803 ; Michael Counts email (public) . Team also lists Michelle Mincks (Director, Sales) and Laura Becker (Director, Customer Success) for intros. (Guardian Pharmacy Services , Missouri Health Care Association)
PharMerica (MO)	Scott Greenwell, PharmD	President (national)	Local site example: PharMerica – St. Louis 105 Arc Dr, St. Louis, MO 63146 (314) 473-1340 . New accounts: “Request a Consultation” via Omnicare/PharMerica site. (Local GM/AE names aren’t public.) (Pharmerica , NPI Registry)
Thrifty White Pharmacy – LTC	(LTC team)	LTC Coordinator	LTC Coordinator line (763) 513-4394 ; Corporate (763) 513-4300 . Optional biz-dev contact sometimes listed publicly: Tim Peterson (LTC Marketing/Market Manager) tpeterson@thriftywhite.com . (Thrifty White Pharmacy)
Dean’s Pharmacy #1 LTC (DeWitt)	Karen Watts, PharmD	Operates business day-to-day (owner group)	Main (870) 946-2381; 1640 S Whitehead Dr, DeWitt, AR 72042 . (deans)
Coker-Hampton Drug Co (LTC) – Stuttgart	James Bethea, PharmD; Chase Smith, PharmD; Carrie Simpson, PharmD	Pharmacists / PIC (LTC listed in NPI)	Main (870) 673-2691; 218 S Main St, Stuttgart, AR ; public emails kim@cokerhampton.com , chase@cokerhampton.com . LTC NPI entry present. (cokerhampton.com , NPI Registry)
Soo’s Drug Store – LTC (Jonesboro)	Tyler Alan Soo, PharmD; Krystal Soo	Owners	Main (870) 932-6930; 2822 E Nettleton Ave, Jonesboro, AR 72401 . (Federal Trade Commission , cdm16039.contentdm.oclc.org, RxLess)
The Medicine Shoppe – LTC (Jonesboro)	(Local PIC/owner not publicly listed)	LTC location	Main (870) 935-1340 ; public email 0618@medicineshoppe.com ; 325 Southwest Dr, Ste A, Jonesboro, AR 72401 . (jonesboro.medicineshoppe.com , RxLess)
Stone’s Pharmacy – LTC (Jonesboro)	Eric Hadley	Owner / Authorized official (LTC NPI)	Main (870) 935-5538; stones417@hotmail.com; 417 E Matthews Ave, Jonesboro, AR 72401 . (www.hipaaspace.com , Stone's Pharmacy)
Southern Pharmacy of Arkansas (Jonesboro HQ)	Kyle Lomax; Kass Lomax; David Harmon, PharmD	CEO; CFO; Clinical leadership	Use the “Contact Us” page or main line on site for introductions to sales/leadership.
Econo-Mart Pharmacy / Econo-Mart LTC (Batesville)	Paul Holifield, PharmD	VP / Authorized official & PIC (NPI)	Main (870) 793-4179; 1595 Harrison St, Batesville, AR 72501 . (Batesville Area Chamber of Commerce , NPI Registry)
Sav-On Pharmacy (LTC) – Batesville	(Local PIC not publicly listed)	LTC location	Main (870) 793-4770; 1610 Harrison St, Batesville, AR 72501 . (savonpharmacybatesville.com , NPI Registry)
Wilson Wil-Sav Pharmacy (LTC) – Batesville/Southside	(Local PIC not publicly listed)	LTC location	Main (870) 251-2432; 5 Allen Chapel Rd, Batesville, AR 72501 . (Good Neighbor Pharmacy , RxLess)
Genoa Healthcare – Little Rock	(Clinic-embedded site leadership varies)	Site pharmacy	(501) 420-8880; 1551 W 10th St, Ste 102, Little Rock, AR 72201 . (Van Buren site: (479) 262-6044, 1702 Fayetteville Rd, Ste A .) (savonpharmacybatesville.com , RxLocal Pharmacy Finder)
InfuserX+ (Fayetteville)	Talmage Whitehead	Authorized official (NPI)	(501) 712-4242; ; 2076 N College Ave, Fayetteville, AR 72703 . (genoahealthcare.com , Providence Directory)
AllCare Long Term Care Pharmacy (statewide AR)	W. Percy Malone (President/CEO); Fred Harris (EVP/Chief of Pharmacy Services; NPI authorized official); Stephen Carroll (COO)	Corporate leadership over LTC	Main (877) 420-9400 ; corporate (870) 403-9410 ; helpdesk@allcarepharmacy.com . (NPI Registry , allcarepharmacy.com)
AuBurn Pharmacy LTC (covers AR)	Mike Biesner/Beisner	Pharmacy Operations Director / LTC contact (public listings)	General LTC: ltc@auburnpharmacies.com ; Corporate (913) 294-3325 ; additional public contact mbeisner@auburnpharmacies.com , (417) 667-2500 . (home.auburnpharmacies.us , mlnha.org)

Email 1: A New Partner for Reliable, Skilled Vascular Access

[~Standard_FirstName:Hi~],

At Peak Mobile Vascular Access, our **highly trained vascular access nurses** are available 24/7 to provide:

- PICC lines
- Midlines
- Peripheral IVs
- Critical care vascular access

We're built to respond quickly, reduce procedure delays, and help you maintain seamless care for your patients.

Would you be open to a **10-minute conversation** to explore how we could support your pharmacy's patient care goals?

<https://app.calendarbridge.com/book/thatleadwellguy/peak>

Thanks,
Zach Westfall
618-975-0365
Peak Mobile Vascular Access
[~PHYSICAL ADDRESS~]



[opt out](#)

Email 2: Proven Vascular Access Support, Day or Night

[~Standard_FirstName:Hi~],

I previously emailed you about Peak Mobile Vascular Access and our ability to provide on-demand skilled nurses to your facility.

Why LTAC pharmacies work with us:

- 24/7 availability — nights, weekends, and holidays
- Experienced vascular access nurses who follow strict evidence-based protocols
- Lower infection and complication rates through skilled, consistent care

Find time on my calendar if you're interested in discussing further.

<https://app.calendarbridge.com/book/thatleadwellguy/peak>

All the best,
Zach Westfall
618-975-0365
Peak Mobile Vascular Access
[~PHYSICAL ADDRESS~]



[opt out](#)

Email 3: Let's Get Your 24/7 PICC Line Coverage in Place Today

[~Standard_FirstName:Hi~],

Peak Mobile Vascular Access can help supplement the care you provide your patients through on-demand and highly skilled nurses.

If your LTAC pharmacy or partner hospitals face challenges getting timely vascular access, we can have a Peak Mobile Vascular Access nurse ready tonight.

Our team is on-call around the clock for:

- PICC lines
- Midlines
- Critical care vascular access
- Peripheral IVs

Let's set up a brief call this week to make sure your facility has access to the skilled nursing support you need — whenever you need it.

<https://app.calendarbridge.com/book/thatleadwellguy/peak>

Thanks,
Zach Westfall
618-975-0365
Peak Mobile Vascular Access
[~PHYSICAL ADDRESS~]



[opt out](#)

Recommendations

1. **LinkedIn Page:** Peak Mobile Vascular of the Midwest

- link page to main peak site, MO, or AR?
- Organization size? (how many nurses + admin team)
- Organization type?
 - Privately held?

2. **LinkedIn Job Posting:**

- create job posting for all for all MO and AR applicants with a drop-down to select a specific city.
- Waiting on update for Peak Careers page--not functional now but Vellum does have the jobs.

3. **Facebook Page:** Peak Mobile Vascular of the Midwest

- promote job posting (ongoing)
- promote services
- announce partnerships (?)

Not Recommended:

1. **Paid ads:** expensive, similar reach, prohibited terms (“PICC” and “Vascular”) and not enough data to be specific. Implement later when partnerships increase.
2. **City-specific applications:** too restrictive to resonate with nurses open to commuting.

LinkedIn Job Posting

On our LinkedIn, we get 1 free job posting at a time but can require certain fields be filled in before applicants can submit.

- Active RN license in Missouri or Arkansas
- Minimum 1 year of IV infusion or specialty infusion experience
- Current BLS certification
- Valid driver's license
- Reliable transportation to/from on-demand shifts
- 1-5 years of experience in IV infusion or specialty infusion
- Must be located in commutable distance to Dallas, Texas, United States
- Comfortable using mobile devices for charting and navigation
- Located in or near Springfield, MO, St. Louis, MO, Kansas City, MO, Cape Girardeau, MO, or Farmington, MO

All application updates sent to zach.westfall@peakmobile.io

Positions available in the following areas:

- St.Louis (MO), Kansas City (MO), Cape Girardeau (MO), Farmington (MO), Clayton (MO), Chesterfield (MO), Richmond Heights (MO), Brentwood (MO), Ladue, Glendale (MO), Ballwin (MO), Rock Hill (MO), Olivette, Webster Groves (MO), St. Peters (MO), O'Fallon (MO), Wentzville (MO), Edwardsville (IL), Collinsville (IL), Fayetteville (AR), Bentonville (AR).
- Dispatching is managed to minimize drive time while maintaining coverage.

Peak Mobile Vascular of the Midwest is redefining mobile healthcare through a team of independent Infusion RNs delivering therapy across facilities and occasionally in-home settings in Missouri. Our nurses **operate autonomously in the field, supported by a seasoned clinical and operational team.**

If you're ready to step away from 12-hour hospital shifts and high-volume units, and instead want flexibility, autonomy, and a focus on patient-centered care, this is your next chapter.

About the Role

As an Independent Infusion RN, you'll provide skilled IV therapy and related infusion services across the Midwest Region (MO and AR, specify your city when applying). This is a mobile field role with visits dispatched based on patient location. Nurses function independently, with mileage reimbursement and full clinical escalation support provided.

Key Responsibilities

- Administer IV medications and specialty infusions in facility and select home settings.
- Monitor patient responses and manage infusion-related reactions per protocol.
- Maintain and access existing vascular devices (peripheral IVs, ports, PICCs — no line placement required)
- Perform therapeutic injections (IM/SQ) as ordered.
- Provide patient education on therapy plans and care expectations.
- Document treatments electronically and communicate updates to providers.

Ideal Candidate Profile

- Active RN license in Missouri
- Minimum 1 year of IV infusion or specialty infusion experience
- Confident working independently in the field
- Current BLS certification
- Valid driver's license + reliable personal vehicle
- Comfortable using mobile devices for charting and navigation

Schedule & Flexibility

- We offer full-time, part-time, and PRN opportunities:
- Full-time: 3–4 shifts/week (daytime hours)
- Part-time: 2+ shifts/week
- PRN: Flexible/as needed

What We Provide

- Mileage reimbursement
- Medical, dental, and vision insurance
- 401(k) with matching
- Flexible scheduling
- 24/7 clinical escalation support
- Ongoing training and credentialing support
- A team culture focused on autonomy and support.

Evaluation Metrics

Deliverability & Technical Health

- Delivery Rate – % of emails that land in the inbox (goal: ≥98%).
- Bounce Rate – % of undeliverable addresses (goal: <2%).

Engagement Metrics

- Open Rate – % of recipients who open the email.
 - Expected in this niche:
 - Warm list / high-intent: 45–70%
 - Cold but highly targeted: 30–50%
 - Higher rates are possible because healthcare audiences are small and niche-specific.
- Click-Through Rate (CTR) – % of recipients who click a link.
 - Expected: 8–15% for warm, 4–10% for cold outreach.
 - If you use Tesorus to hit exact intent signals, CTR can exceed 20% in a highly personalized email.
- Click-to-Open Rate (CTOR) – Clicks ÷ Opens.
 - This isolates content relevance; target 15–30% in healthcare recruitment.

Conversion Metrics

- Reply Rate – % who reply (for one-to-one style recruiting emails).
 - Expected:
 - Warm: 15–25%
 - Cold: 5–12%
 - For <100 recipients, this is a critical metric, sometimes more telling than CTR.
- Application / Meeting Booking Rate – % of total sent who actually apply or set a meeting.
 - Healthcare hiring: 3–8% for cold, 10–20% for warm or referred leads.
- Lead-to-Hire / Lead-to-Contract Rate – In your case: nurses hired, hospitals partnered, or pharmacies onboarded.
 - Small, targeted B2B healthcare outreach often sees 20–40% close rates once the conversation starts.

Audience	Open Rate	CTR	Reply Rate	Conversion (to App/Call)
Nurses (Tesorus targeted)	45–70%	8–15%	10–20%	5–15%
Hospitals (Tesorus targeted)	35–55%	6–12%	8–15%	4–10%
LTAC Pharmacies (manual email/call)	40–60%	N/A (more call-driven)	15–25%	8–20%

Special Considerations for Low-Volume (<100) Lists

- Percentages swing wildly — with 50 recipients, one reply changes reply rate by 2%.
- Personalization matters more — addressing first names, role, facility type, and local relevance can double CTR/reply rate.
- Manual follow-up is crucial — especially for hospitals and pharmacies; email is the opener, phone or LinkedIn message is the closer.
- A/B testing works differently — you can't get statistically significant results quickly, so focus on iterative learning across campaigns, not within a single send.

Audience Size	Open Rate	Reply Rate	Application/Meeting Rate
≤100	45–70%	10–25%	5–15%
100–500	35–55%	8–15%	4–10%
500–2,000	25–40%	5–10%	3–8%
2,000+	15–25%	2–6%	1–4%

Advertising Options

Google Ads (Search & Display)

You'll be targeting search intent—people actively looking for jobs or related healthcare roles.

- CTR (Click-Through Rate) – % of people who click your ad after seeing it.
- Good benchmark for job recruitment: 3–6%
- CPC (Cost per Click) – What you pay per click.
- Healthcare recruiting in MO/AR: \$1.50–\$4.50 for niche nursing terms.
- Impressions – How often your ad is shown. Important for visibility.
- Conversions – Number of people who fill out your job interest form or apply.
- Conversion Rate (CVR) – % of clicks that result in applications.
- Healthcare job ads: 5–15% (higher with a very targeted landing page).
- Cost per Conversion – Your actual spend per application.

LinkedIn Ads (Sponsored Content or Lead Gen Forms)

You'll be targeting job titles, certifications, and skills—great for PRN and vascular nurse reach.

- CTR – % of people clicking your ad after seeing it.
- Benchmarks for healthcare recruiting: 0.4–0.8% (LinkedIn CTRs are lower than Google).
- CPC – What you pay per click.
- Healthcare in MO/AR: \$6–\$10 (LinkedIn is pricier).
- Lead Form Open Rate – % who open your built-in LinkedIn lead form (if using Lead Gen ads).
- Leads/Conversions – Completed forms or applications.
- Conversion Rate – Usually 10–20% with strong targeting.
- Cost per Lead – Total spend ÷ leads; expect \$30–\$80 for high-skill nurse recruitment.

Metric	Google Ads	LinkedIn Ads
Total Campaign Cost	\$750	\$750
Average Daily Cost	\$25	\$25
Avg. CPC	\$2.50	\$8
Estimated Clicks	~300	~94
Conversion Rate	8–12%	12–18%
Likely Converted Leads	24–36	11–17
Cost per Lead	\$21–\$31	\$44–\$68

Social Media Graphics



**[Click here to view
Peak LinkedIn Posts
and captions](#)**