

5-Month Breakthrough: Avoord Secures 44 New Talents and Boosts Brand Awareness

From traditional job advertisements to a full-funnel media strategy

VONQ supports Avoord in achieving its recruitment goals and increasing brand awareness in the region with a customised recruitment strategy. Thanks to the expert advice of our specialists, the campaign was continuously optimised, leading to better results and a higher quality of applications.

Living and working happily

Every day, more than 1,200 dedicated employees and 600 volunteers from Avoord work to bring joy to the lives of vulnerable older people and their relatives. They firmly believe in their vision: live at home for as long as you can. Avoord strives for small moments of happiness for both clients and colleagues.

Founded:

2001

Industry:

Care for the elderly

Facilities:

1,200 employees,
600 volunteers,

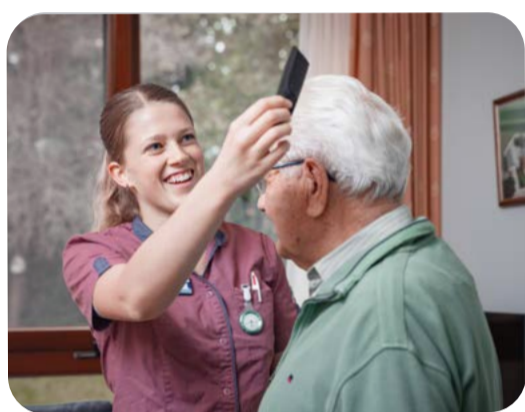
Websites:

3 locations in the Netherlands
www.avoord.nl
www.werkenbij-avoord.nl

The challenge: Increasing Brand Awareness to Attract Qualified Applicants

Before Avoord started working with VONQ, job advertising was traditionally done via online job postings on their website, various job boards and adverts on Facebook and Instagram. However, this approach brought in few applications for key positions such as aides and individual healthcare assistants (IG), partly due to low brand awareness in the region.

Avoord recognised the need to optimise its recruitment marketing strategy and therefore looked for an external partner. In an inspiring introductory event, we jointly identified the needs and recruiting goals. The ambitious goal: to recruit 35 new, highly qualified carers from the Etten-Leur, Rijsbergen, Zundert and Breda regions in less than six months.



„The results are unprecedented; I have never seen such a high influx in these vacancies,“ – says Senior Recruiter Gabrielle Haslinghuis.

The Solution: Successful Recruiting through Strategic Partnership with VONQ

From tradition to a full-funnel media strategy

At Avoord, the employee is in the center and this should also be reflected in the recruitment process. Together with VONQ, Avoord developed a comprehensive media strategy focussing on all phases of the candidate journey. Within a 30-kilometre radius around Breda, Etten-Leur, Rijsbergen and Zundert, the company focused on the recruitment of assistants and care staff.

Through targeted market research, we refined the campaign strategy, enabling a personalised approach and greater reach. The integrated campaign on platforms such as Google Search, Google Display, YouTube, Facebook and Instagram increased Avoord's visibility in the competitive job market and appealed to the right candidates.

To remove a common application hurdle, interested parties only had to leave their name, telephone number or email address. Within two days, they were contacted by Avoord to schedule an interview.

Real-time insights

Transparency was key throughout the campaign. A dashboard provided real-time insights into the performance of the various media, including behaviour on the website and the platforms through which applicants came. This continuous monitoring allowed us to make immediate improvements and continually optimise the campaign.



Fast and effective: Avoord gains 44 new employees in just 5 months

The campaign reached 9,343 users, generating a total of 13,666 sessions and 31,554 page views. Vacancies were viewed 5,813 times, 381 users started the application process and 152 successfully completed their application.

After two rounds of interviews, 44 new colleagues were finally hired, including 14 helping and 30 caring IG employees.

Facebook and Instagram:
Increased visibility

Google: Responsible for
87% of applications



9.343
users



152
successful application



44
new colleagues

31.554
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Looking to the future

Due to the changing healthcare landscape, Avoord faced both cancellations and additions during the campaign period. Thanks to the successful campaign and the good cooperation, Avoord decided to extend the campaign. In this way, the company can maintain its online presence and continue to attract high-quality candidates. A successful campaign and a strong cooperation ensure Avoord further positive results.

+17 years of experience
& +1.000 happy customers



Are you ready to take your recruitment marketing to the next level? **Let's chat.**

hello@vonq.com