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**GEMSA's Mission:  
To continue to improve  
EMS in Georgia.**



# Workforce PSA Campaign - 3.31.24

Our digital marketing and PSA campaign officially launched on November 12, 2023 with approval of the PSA recruitment and retention video. The video and campaign is being used to educate the public about EMS and career opportunities in a dynamic, flexible, and rewarding career field. The video explains that a career in EMS is more than just a job. It's an important role that allows EMS professionals to help others and save lives. It's a calling to commitment and service to the community. It's an opportunity to be part of a greater network of healthcare professionals. And, It's a chance to grow and reach their potential. Once a viewer sees the video or digital ads, they are encouraged to "Pursue Their Purpose" and start the journey today by visiting [www.georgiaemsassociation.com/EMS](http://www.georgiaemsassociation.com/EMS).

We are continually working to improve our reach via this campaign and the tracking/reporting methods. On the following pages, we have included some data about the people reaching out for more information and the reach of the digital marketing campaign itself.

## Digital Marketing Campaign Features

- Digital Advertising (static ads and video) to get the public interested in EMS careers and encouraging them to visit [georgiaemsassociation.com/EMS](http://georgiaemsassociation.com/EMS) for more information.
- We are using google ads, social media, and digital display video & ads.

### Goals:

- Raise general awareness of the EMS field, careers in EMS, and educational opportunities associated.
- Attract people to the EMS field.



The ads route viewers to the landing page for the campaign - [georgiaemsassociation.com/EMS](http://georgiaemsassociation.com/EMS).

This page features facts about EMS jobs, how to get more information, how to get started, and a chance to get a personalized consultation. The personal consultation form allows them to indicate what they are interested in - education or a job if they are already licensed. These forms are routed to EMS Regional Coordinators, so they can help them with the next steps. We hope to automate this more in the future. The next page gives you more details on these submissions.

# Personalized Consultation Submissions

- Total of 94 submissions, Nov. 12-March 31, 2024.

## FORM SUBMISSIONS - REGION INTEREST

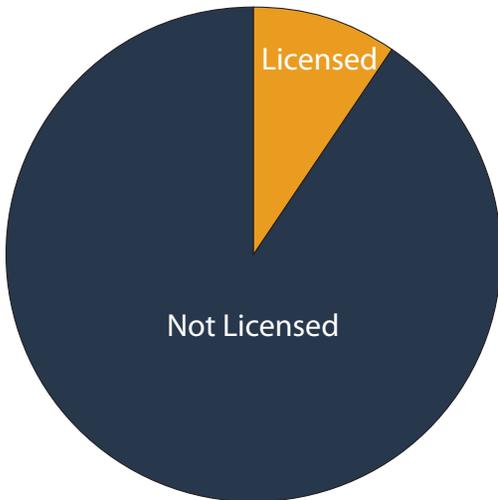
The map on the right shows which region that individuals were interested in according to their consultation form submission - represented by the numbers in the white boxes.

\*Note: some individuals were interested in more than 1 region, which is why the numbers add up to more than the total 94 submissions.

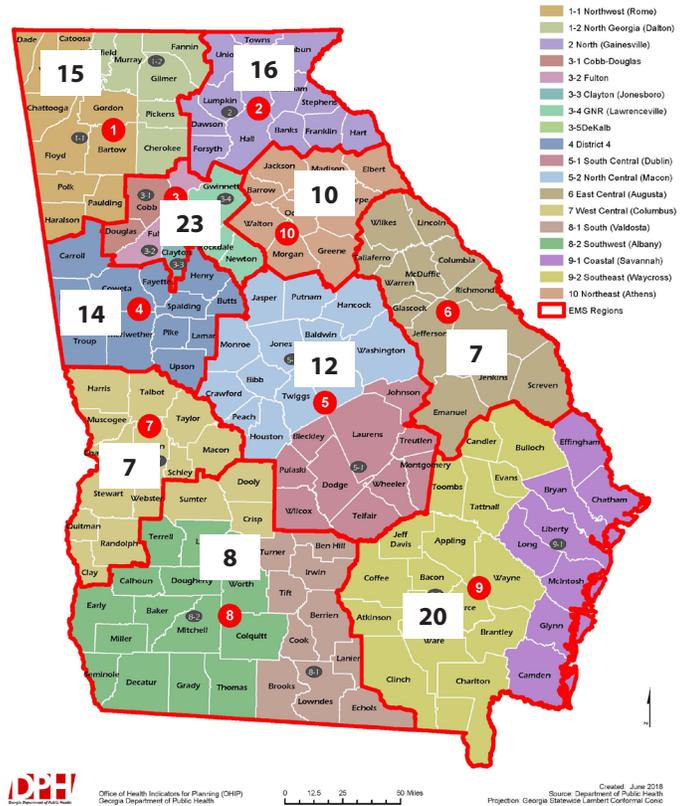
All submissions were from Georgia residents, except three were from out-of-state.

## FORM SUBMISSIONS - NOT LICENSED/LICENSED

This shows that the campaign is reaching individuals who don't currently know about EMS, and it is getting them to engage with us.



## Georgia Public Health Districts and EMS Regions



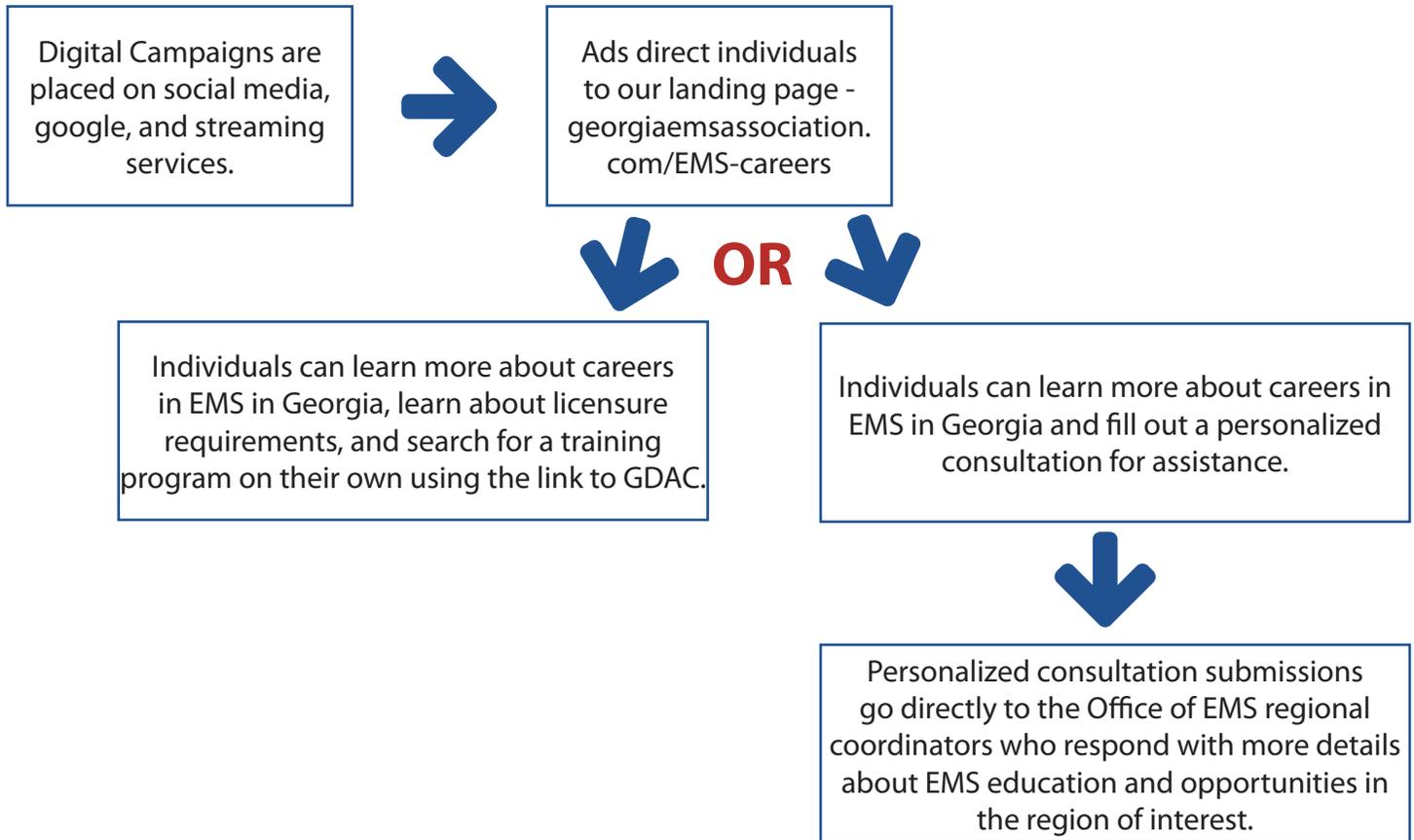
## FORM SUBMISSIONS - COMMENTS

Comments from the form submissions give us a little more insight into the individuals who are engaging with us.

- I recently joined my county medical reserve corp volunteer group and currently work in schools. My interest is being prepared to help save lives beyond CPR until advanced care can be on-site. Due to the increase in guns and violence happening with our young folks, more preparation to address injury and reduce loss of life is important to me.
- I was a army medic for 20+ years I was a National Registered EMT but have let it lapsed
- Took an out of state EMS course but wasn't the greatest.

- I'm currently employed as a CNA with around 2~ years of experience. I'm CPR certified, have taken A&P 1-2, and very excited to move up from a lowly CNA.
- I've been in the healthcare field before and my grandmother sent me a link to it through Facebook.
- I have worked as a lifeguard, swimming instructor, fitness instructor personal trainer and a first aider for over 20 years.
- I have 14 years of law enforcement experience, a master's degree in criminal Justice, and a bachelor's degree in middle and high school education.
- I want to become a paramedic. Need help to get emt certificate
- Currently working as an ER tech at Atrium Baldwin.

# Workforce PSA Campaign - Flow Chart



## MOST RECENT CAMPAIGN UPDATES

- New refreshed graphics/ads were placed on marketing platforms April 1 to keep the campaign fresh and engaging for new individuals.
- We added paid google search ads to the campaign in March in addition to the google ad grant funds we are receiving. This campaign had 145 clicks in its first month, which is a great indication of performance. This will continue to get better over the next few months of the campaign.
- The website saw a large spike in traffic due to paid social ads driving over 600 users to the website on March 6.
- More reporting on ads in the OTT (streaming services) will be available at the end of April as we had a glitch with the tracking information we had to correct. Here is a brief overview so far:
- OTT
  - Impressions Promised: 190,349
  - Impressions Delivered: 191,966
- Video Completion Rate: 98.53%
- Unique People Reached: 135,622
- 97.67% delivered OTT on connected TV - this means people saw your commercial and then went to your website from a different device, showing great intent!
- OTT Retargeting
  - Impressions: 45,180
  - Clicks: 51
  - Click-Through-Rate: .11%
- Other reports from the ad agency are attached on the following pages.
- **FINAL LOOP COMPLETION:** Since the campaign has been running for six months, we are currently creating a survey to send to all individuals who submitted a personalized consultation form to learn more about them, if they were able to get into an EMS program, or if they need more assistance.



# Georgia EMS March 2024 Performance



## Recruitment Campaign - March

### Website Traffic (All)

Engaged Sessions

**3,962**



Bounce Rate

**62.18%**

Total Sessions

**10,477**



Avg. Engagement Time

**00:00:30**

#### Top Traffic Channels

SESSION SOURCE / MEDIUM	SESSIONS	TOTAL USERS	VIEWS	EVENT COUNT	ENGAGED SESSIONS
paid social	4,453	4,045	4,587	14,132	857
google / organic	2,690	1,664	6,736	21,343	1,736
(direct) / (none)	1,938	1,553	3,618	11,625	745
bing / organic	435	352	977	3,503	202
surveymonkey.com / referral	203	147	234	672	47
google / cpc	149	135	234	829	99
wtx tegna / streaming retargeting	92	85	101	309	11



Top Landing Pages

LANDING PAGE	SESSIONS▼	TOTAL USERS	VIEWS	EVENT COUNT	ENGAGED SESSIONS
/EMS	4,598	4,192	4,775	14,657	892
/	1,619	1,300	4,707	14,324	997
/trauma-skills	577	435	768	2,383	262
/leadership-conference	405	308	735	2,366	237
/event-5535022	405	403	498	1,838	12

## Social Media

### Social Traffic

Showing 5 of 7 Rows

SESSION SOURCE / MEDIUM	SESSIONS▼	TOTAL USERS	USER ENGAGEMENT	VIEWS	EVENT COUNT
paid social	4,453	4,045	2h 8m 36s	4,587	14,132
m.facebook.com / referral	53	50	11m 16s	80	263
linkedin.com / referral	37	31	8m 19s	40	131
l.facebook.com / referral	18	15	9m 24s	29	91
facebook.com / referral	6	6	19s	6	23

### Facebook Ads

Impressions

**461 K**

Post Engagements

**8,709**

Facebook Ad Clicks

**6,755**

Facebook Ad CTR

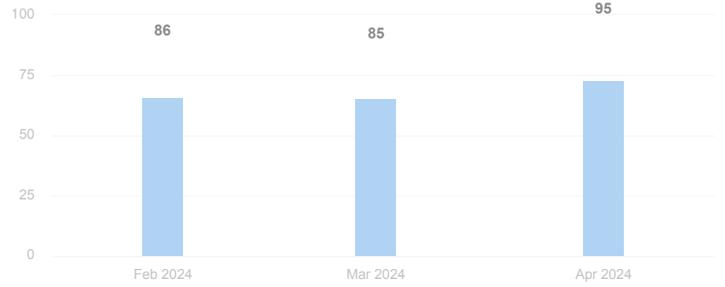
**2.32%**



Clicks by Campaign



Facebook Followers  
(Last 60 Days)



Recruitment Campaign Link CTR

3.10%



Recruitment Campaign CTR (Static Ad)

0.76%



## Paid Search Campaign

### Google Ads

Google Ads Impressions

963

Clicks

145

Top Keywords by CTR

