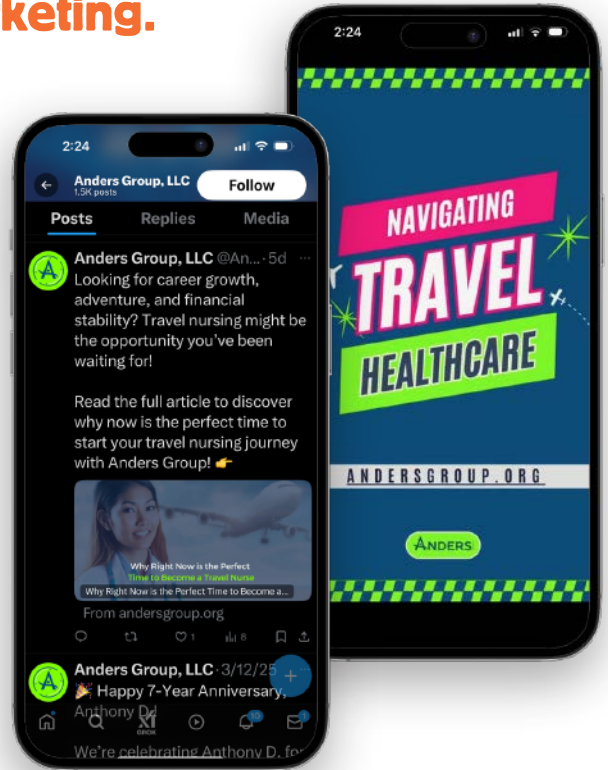


# CASE STUDY

Anders Group

## How Witmer Group Revved Up a Major Travel Healthcare Company with Video Marketing.

When Anders Group CEO and Co-Owner, Nicole Cox was looking for a way to supercharge her national travel healthcare company, she worked with Witmer Group to boost recruitment and brand visibility with video marketing.



### CHALLENGE

Anders Group had a need to enhance its brand visibility, attract top-tier healthcare talent, and differentiate itself in the competitive, travel healthcare market. They sought the most effective way to connect with their target audience and amplify recruitment efforts.

### SOLUTION

Anders Group chose to partner with Witmer Group to develop and implement a comprehensive video marketing strategy that included three key components:

Spotlight executive thought leadership as a distinguishing feature for Anders Group, with the production of videos featuring Anders Group CEO and co-owner, Nicole Cox establishing authority, sharing the company vision, and providing valuable industry insights.

Create social media video content to make a positive impact, through a diverse range of videos tailored for different social media platforms, designed to boost engagement and reach a wider, more significant audience.

Establish creative branding and recruitment campaigns, such as the "Superhero" campaign, designed to capture attention, highlight the value of travel healthcare professionals, and promote open job positions.

### IMPLEMENTATION

From pre- to post-production, the video process was aligned with the Witmer Group team's strategic direction. Starting with concept development and talking points to editing and distribution. Each video was produced to energize this audience.



The Witmer Team collaborated with the Anders Group Team for campaign development to conceptualize and execute creative campaigns that would resonate with their target audience. The "Superhero" campaign, for instance, positioned healthcare workers as heroes, meeting in-demand needs and rising to the challenge, linking this narrative to Anders Group's mission of dedicated support to the healthcare community.

Videos were optimized for various social media platforms and a content calendar was developed and followed to ensure consistent, timely posting and engagement.

Witmer monitored the key metrics such as video views, engagement rates, and website traffic to measure campaign effectiveness and make needed data-driven adjustments.

## RESULTS

Increased brand awareness and brand visibility improved for Anders Group through the consistent release of high-quality video content. Word of mouth excitement over the visual creativity of the efforts were quickly noticed.

Enhanced social media engagement was higher as shown by tracking metrics that included likes, comments, and shares. The increase indicated a stronger connection with Anders Group's network.

Anders Group successfully set itself apart from competitors by leveraging video to showcase its unique company culture and company-wide commitment to travel healthcare professionals.

As a result, Anders Group experienced increased awareness in brand visibility for their healthcare staffing and top-tier travel healthcare talent, garnering a wider spotlight with video marketing.

"Partnering with Witmer Group transformed our video marketing strategy. Their team's expertise and creativity significantly boosted our brand visibility and recruitment efforts."

- Nicole Cox, Anders Group CEO and Co-Owner

## CONCLUSION

Witmer Group's strategic video marketing efforts proved instrumental in helping Anders Group achieve its goals. By combining executive thought leadership with engaging social media content and creative campaigns, Anders Group strengthened its brand, increased engagement, and enriched overall recruitment outcomes.

This case study demonstrates the power of video marketing in the travel healthcare staffing industry and showcases Witmer Group's proven ability to deliver impactful, measurable results that make a positive difference.



## Is It Time to Outsource Your Marketing?

Like Anders Group, your company can benefit from having an experienced marketing agency in your corner. Contact Witmer Group to learn how outsourcing can transform your strategy and deliver tangible results.

