

Tackling Canada's French Speaking Health Care Shortage

Laurentian University Recruitment Campaign



As Canada grapples with a growing shortage of French-speaking health care workers, we joined forces with Laurentian University to address this urgent need. Their mission was clear: to bolster awareness and enrollment in five specialized French-language health care programs offered by Laurentian University. These programs, available in online, hybrid and in-person formats, were designed to recruit qualified French-speaking professionals capable of serving Francophone communities across the nation.

Challenge

First, each of the five health care programs catered to different student interests, had varied admission requirements and was offered in different formats. This diversity necessitated customized French language messaging within a short time frame. Second, the campaign needed to reach prospective students across Canada, clearly conveying the benefits of these programs and the value of pursuing a health care career in French. Lastly, amidst a high demand for health care workers, the campaign had to create a sense of urgency while emphasizing the long-term benefits of these educational opportunities.

Solutions

Tailored Advertising for Each Program:

Five distinct advertising angles were developed, each highlighting the specific features and benefits of the individual programs. Using the carousel format in Facebook and Instagram as well as Google Display and Pay-Per-Click (PPC) advertising, these messages emphasized the unique advantage of learning and working in French, the quality of education at Laurentian University, and the flexibility offered through various learning formats.

Devenez infirmière ou infirmier autorisé-e grâce à un programme de sciences infirmières reconnu au niveau national.

Université Laurentienne
Laurentian University

Baccalauréat en sciences infirmières - Formation Initiale

Professional and Informative Messaging:

The campaign adopted a professional and informative tone, focusing on career opportunities and the high demand for French-speaking health care professionals. This approach was designed to appeal to prospective students who were serious about making a difference in their communities.

Highlighting the French Language Advantage:

The ads underscored the unique benefit of studying and working in French, appealing directly to students passionate about serving francophone communities across Canada.



Showcasing Laurentian University's Strengths:

The campaign highlighted Laurentian University's supportive environment, diverse student body, and strong institutional reputation, making it an attractive option for potential students.

Retargeting and Escalation Strategy:

A retargeting campaign was launched to engage prospective students who had shown initial interest but had not yet applied. This strategy included escalatory messaging that reinforced the urgency and high demand for French-speaking health care professionals.



Demographic, Geographical and Interest Targeting:

Ads were carefully targeted to reach the right audience across Canada, focusing on regions with significant francophone populations to maximize the campaign's impact. In addition to student aged audiences, parents were included in the targeting as important influencers of post-secondary education decision-making.

Results:

The campaign was nothing short of transformative. It began by capturing the attention of millions, generating over **2.23 million impressions**. This widespread visibility ensured that educational opportunities in French-language health care were on the radar of many. With the expansion of campaign we reached **470,961 unique users**, marking a **378.84% growth** on web and successfully connecting with prospective students in key francophone regions. The engagement was extraordinary, with **17,122 in-line link clicks**—a **584.33% increase**—demonstrating a powerful interest in the programs. Not only was the content effective, with a **cost per click optimized at just \$0.84** and a **click-through rate of 0.77%**, but it also sparked significant social proof, leading to a **683.33% rise in page likes**. Ultimately, the campaign drove **16,940 outbound clicks**, up by **665.13%**, effectively channeling a wave of interest directly to Laurentian University’s program pages, marking the initiative as a resounding success.



“We recently partnered with Clark Communications for a digital ad campaign, and their support exceeded our expectations. They developed stunning visual creative assets for both our Meta and Google Display campaigns, tracked performance meticulously, and provided detailed performance reports. Their team was incredibly friendly, flexible, and a breeze to work with. They tailored their approach to meet our specific needs, offering customized support at every step of the way. We highly recommend Clark Communications for anyone looking for a dedicated and professional team to drive their digital advertising success.”

Trevor Paquette

Manager, Digital Strategy, Laurentian University

About Clark:

Founded in 2004, Clark Communications is a dynamic team of marketing professionals combining strategic thinking with creative execution. We specialize in digital campaigns that reach the right audience at the right time to generate measurable results.

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