

CASE STUDY

Performance Marketing

CLIENT:  Health
Carousel

SECTOR: B2C - MEDICAL

BACKGROUND STORY

Health Carousel is one of the leading global providers of healthcare staff for United States medical establishments. As part of their service offering, Health Carousel help to relocate nurses and other medical professionals from the Philippines, Kenya and other African and Asian countries.

OBJECTIVES

The local marketing arm of PassportUSA (based in Ohio), Nexa was tasked with creating a constant flow of NCLEX Certified medical professionals (and their families) located in the Middle East & Africa and interested in moving to the USA.

CHALLENGES

Unknown local brand; "too good to be true" offer

SOLUTIONS

Already an Enterprise HubSpot Marketing Licensee, Nexa use the platform to track multiple brand awareness and lead generation campaigns and nurturing programs to create new conversion opportunities for the Health Carousel sales team.

RESULTS

600	Total leads to date
\$40	Cost Per Lead
\$1.25+	million Potential revenue based on qualified leads
\$5,000	minimum treatment cost