

Locumpedia

Marketing Services



Locumpedia isn't just the first and only locum tenens digital platform. We're also the only marketing agency dedicated to helping locum tenens firms succeed with affordable, high-ROI services.

The founders of Locumpedia have consulted for a variety of high-profile and smaller staffing agencies. We got started in the industry more than 20 years ago by growing one of the two largest firms into the behemoth it is today. Big or small, it doesn't matter. We've also helped generate thousands of leads and millions of dollars in revenue for small and midsize firms.

Our core marketing skills comprise the full continuum, from strategy to creativity to technical acumen. We can help you define your brand, we can design your brand, and we can build highly effective websites that grow your brand.

Expert Services for Staffing Firms



Digital Marketing

- + Brand identity
- + Marketing strategy
- + Copywriting
- + Content marketing
- + SEO, PPC, display ads
- + Email marketing
- + Social media



Creative Design

- + Visual identity
- + Custom design
- + Logo design
- + Print collateral
- + Digital collateral
- + Website design






Web Development

- + WordPress CMS
- + Custom agency theme
- + Plugin development
- + PHP/CSS/JS
- + Job listings
- + Online portal
- + Management

Why Engage Locumpedia?

Finding marketing people is hard. Finding marketing people with locum tenens experience is nigh impossible. You could hire a marketing agency, but they don't know locums. And only the big agencies can afford a team of strategists, copywriters, designers, and developers.

Here's a better idea: Hire the locum tenens marketing experts at Locumpedia. We provide you with the full spectrum of marketing firepower your agency needs, at a cost that's equivalent to one or two FTs (tops). We have plans for you! Or we can customize one to your needs.

	<h3>Starter Plan</h3> <ul style="list-style-type: none">+ Branding and positioning+ Visual brand identity & graphic design+ Copywriting+ Website design & development	<p>Duration: 2 to 3-month project</p> <p>Pricing: \$</p>
	<h3>Growth Plan - all above, plus...</h3> <ul style="list-style-type: none">+ Brand audit+ Content marketing+ Medium-sized website+ Job listing management+ SEO, email, social media	<p>Duration: 3 to 6-month project</p> <p>Pricing: \$\$</p>
	<h3>Managed Plan - all above, plus...</h3> <ul style="list-style-type: none">+ Fully managed marketing+ Dedicated account management team+ Google & LinkedIn advertising+ Large website with/ongoing management+ Physician portal & more	<p>Duration: Monthly</p> <p>Pricing: \$\$\$</p>

Let's talk!

Cory Kleinschmidt | Founder & Chief Digital Marketer

Reach out: cory@locumpedia.com

Get a quote: locumpedia.com



Locumpedia

Agency Website Platform



Building an effective locum tenens agency website is a formidable challenge that even larger organizations don't always solve. Enter **LocumsFirm**, an all-in-one agency website platform by Locumpedia.

The Locumpedia team has built dozens of websites for locum tenens staffing firms, including some of the biggest names. We know how tough it is to synchronize all the moving parts that you need for a successful digital presence. With LocumsFirm, you get the most advanced website platform the industry has ever seen, honed by more than two decades of experience.

Agency Website Features



Custom Design

A tailored look and feel that seamlessly matches your brand



Fully Extensible

Built with interoperable code for enhanced functionality



Multiple Layout Options

Mix and match elements to create a unique user experience



Security System

A built-in firewall keeps your provider & client data safe



Job Listings

Market job orders with ease with our proprietary job listing solution



SEO-Friendly

Blazing fast and embedded with SEO best practices



Flexible Forms

Pre-built, customizable forms for providers and clients



Easy Management

Built on WordPress, the most powerful and popular CMS



CRM/ATS Integration

Automatically import jobs from Bullhorn, eRecruit & more



Analytics Integration

Measure your marketing success with GA4 and more

Benefits of LocumsFirm

As a platform created specifically to address the unique needs of locum tenens staffing agencies, LocumsFirm is an elegant and powerful website solution. Here's why you should have Locumpedia build your agency's next site with it:

- + **Freedom:** With pre-built functionality, your team can focus on marketing instead of wrestling with technology.
- + **Performance:** We've optimized the locum tenens user experience. Expect much more traffic and higher conversion rates.
- + **Cost-Effective:** Your next site is already half done! That leads to lower development costs and savings we pass on to you.
- + **Scalability:** Unlike other solutions that box you in, ours is fully extensible and can expand infinitely as your agency grows.
- + **Reliability:** Our system is rock solid, offering peace of mind and easy maintainability so you can attend to more important tasks.
- + **Consultation:** Our expert team helps you maximize the operation and ROI of your sleek new website platform.

Optional Features

For staffing firms with more advanced requirements, we offer **custom development, physician applications, online portals, web hosting, and ongoing management**. If you desire marketing services, we can provide copywriting, search engine optimization, content marketing, social media management, and more. See our marketing sheet for details.

Let's build together

Cory Kleinschmidt | Founder & Web Designer

Reach out: cory@locumpedia.com

Get a quote: locumpedia.com



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Client Case Study



Harmony Anesthesia Staffing is a clinician-owned staffing firm and NALTO member whose mission is to redefine locum tenens anesthesia staffing as approachable, transparent, and sustainable.

The CAAs who manage the firm leverage their clinical experience, flexible contract offerings, and profit-sharing perks to ensure rewarding provider opportunities. Their commitment to making locums approachable extends to client facilities across the country. Standing apart from firms charging exorbitant rates, Harmony's transparent, value-based staffing algorithm ensures that they're uniquely positioned to source the highest-quality candidates for healthcare facilities.

Harmony's Challenge

Harmony Anesthesia had a compelling story to tell; they just didn't know how to tell it. As a young firm, they achieved some success, but they knew they needed outside experts to help them grow. Harmony met Locumpedia at a NALTO conference and soon realized our expert locum tenens marketing strategies were the solution. Together, we embarked on a comprehensive journey, resulting in a brand revamp and a high-performing website. Here's how we did it.

How We Did It



Defining the Brand

We conducted a collaborative brand audit process that defined their strategic brand positioning targeting key audience groups as well as their brand mission, vision, values, and personality. We then wrote all-new content for their website.



Designing the Brand

With clarity of purpose, we imbued Harmony with a dynamic logo, sophisticated typography, a pleasing color palette of blues and orange, and modern imagery. Final touches included digital and print marketing collateral.

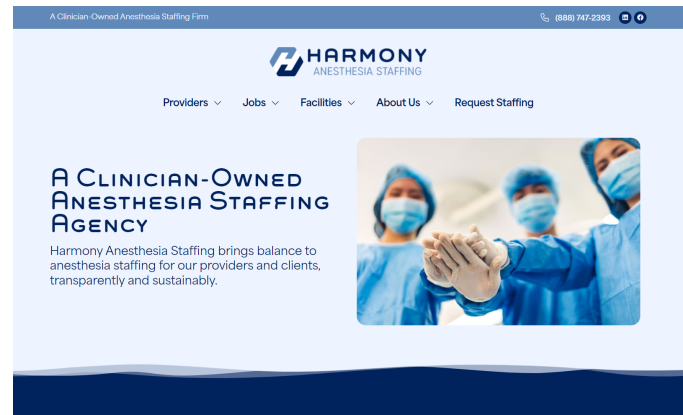


Developing a Digital Presence

Using our proprietary LocumsFirm platform, we created a robust website featuring an elegant design, job listing functionality, an SEO-friendly site architecture, and effective web forms for providers and clients.

Zoom Out: The Afterglow

Locumpedia's collaboration with Harmony resulted in a rejuvenated brand image that embodies a cohesive and engaging identity. This transformation, evident in their new website and marketing collateral, aligns perfectly with the company's core values, highlighting their commitment to quality and approachability in locum tenens anesthesia staffing.



Alongside the tangible brand elements, website analytics shows increased user engagement and an uptick in conversions. The SEO enhancements have also paid off, with their website securing top 10 rankings for crucial search terms, marking a significant leap in visibility.

In Harmony's Words

"Working with Locumpedia was a transformative experience. Their ability to understand our values and translate them into a compelling brand identity was remarkable. The website they designed not only looks modern but also captures the essence of what we stand for."

Rad Zamani | CAA, Principal Managing Partner, Harmony Anesthesia

The Locumpedia Edge

Our collaboration with Harmony Anesthesia illustrates the benefits of partnering with a digital agency that's adept in locum tenens marketing. Utilizing deep industry insights and decades of experience, Locumpedia enabled Harmony to stand out in a competitive landscape. Navigate the complexities of locum tenens marketing with a partner who understands. Join forces with us and watch your business soar.

Take your agency higher

Cory Kleinschmidt | Founder & Publisher

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Get a quote: locumpedia.com/services

