

Tips for Recruiting on Craigslist

Craigslist reaches potential participants through ad placements. Ads placed through Craigslist are free, making the medium a cost-effective method for reaching potential subjects. Craigslist clinical trial recruitment campaign strategies focus on keyword strategies. The below links include helpful information for keyword marketing strategies and information on Craigslist ad placement.

1. https://www.researchgate.net/publication/284277342_Craigslist_versus_print_newspaper_advertising_for_recruiting_research_participants_for_alcohol_studies_Cost_and_participant_characteristics: Comparison of Craigslist to print newspaper advertising.
2. <https://www.lyfemarketing.com/blog/search-engine-advertising/>: How to advertise via search engine (category of Craigslist marketing).
3. <https://support.google.com/google-ads/answer/1704371?hl=en>: More keyword marketing strategies.
4. <https://sproutsocial.com/insights/how-to-do-keyword-research/>: Tips for determining best keywords to optimize ad placement.
5. <https://www.convergencepointmedia.com/the-keywords-are-alright/>: Guidance for clinical trial keyword ad creation.