

Case Study:

Marion County Health & Human Services (MCHHS) Behavioral Health Recruitment Marketing Campaign

Objective:

MCHHS is a public agency providing health and social services to residents of Marion County, Oregon. To address critical staffing demands, MCHHS partnered with Applichat to increase candidate lead flow, highlight employment benefits, optimize the digital applicant journey, and engage the local Spanish-speaking population.

The project began with an in-depth research phase, followed by the development of a comprehensive marketing strategy and a targeted campaign launch. The core objective was to build a direct, sustainable pipeline of qualified candidates for key behavioral health roles, such as Peer Support Specialists, Mental Health Specialists, and Mental Health Associates.

Performance:

The campaign generated 261,286 impressions and 1,536 applications, achieving a 4.16% click-through rate. The multi-channel strategy effectively balances high-intent conversions on Indeed with sustained awareness and passive candidate outreach on Meta platforms. Spanish-language ads on Indeed generated nearly double the English impressions, validating the bilingual strategy.

Applichat developed a new recruitment website (mchhsjobs.com) in English, Spanish, and Russian, which has attracted almost 6,000 active users. The site features role profiles and an interactive Total Compensation Calculator, enabling salary transparency. This integrated approach built a direct pipeline of qualified behavioral health candidates to support MCHHS's staffing needs.

