

Case Study:

Oregon Department of Human Services I/DD Nurse Recruitment Marketing

Objective:

Oregon Department of Human Services (ODHS) is a state government agency that serves over 1.5 million Oregonians annually through support for children, families, seniors, people with disabilities, and people seeking employment. ODHS utilized American Rescue Plan Act (ARPA) funding focused on workforce development and public service delivery to engage Applichat's research, marketing, recruitment, and technical assistance services. The campaign aimed to engage nurses with Oregon's Intellectual/Developmental Disabilities (I/DD) sector.

Performance:

Applichat devised a 70-page marketing strategy valued at \$50,080, planning a spend of \$240,900. Our report features an in-depth competitor analysis, the development of targeted candidate personas, and a refined content strategy to position I/DD nursing as a fulfilling and flexible career option. The report also optimized the sector's recruitment funnel to improve candidate engagement and funnel all traffic through a single page, impactoregon.careers.

Next, we executed a multi-channel marketing campaign on social media and digital channels, a referral program, and partnerships. It generated a total of 967,091 impressions, reached 191,021 individuals, received 30,480 clicks, and received 761 qualified nurse applications. 177 nurses were screened by a recruiter.

