MHSS Hiring Campaign

CASE STUDY | Integrated hiring campaign attracts qualified applicants across multiple locations.

CLIENT OVERVIEW

Mobile Home Stuff Store is a service and installation leader that has been serving the needs of the manufactured housing industry for over 25 years. They have national and state-certified technicians and are the sole distributor of manufacturing housing products.

THE CHALLENGE

In the wake of the COVID-19 pandemic, businesses everywhere discovered that attracting new employees was much more challenging than in the past. A simple post on an online job board no longer generated the amount of interest it used to.

Mobile Home Stuff Store had job openings at all four of their locations and wanted to make sure they filled them quickly.

They turned to Adventure to help them develop a wide-reaching hiring campaign that would entice qualified applicants. The campaign that was developed included both digital and traditional elements.

STRATEGY EXECUTION

For the online audience, we created Facebook job posts. We dialed in the copy and designed unique branded images for each location that featured photos of current employees. It was essential for the posts to be appealing and include all pertinent details job seekers would want to know. The posts were geotargeted and ran for two weeks.

The traditional part of the campaign consisted of a postcard that we designed, printed and mailed. The postcard featured prominent "NOW HIRING!" messaging, job description, benefits, numerous employee photos and a call to action (CTA) to apply. We printed approximately 4,000 postcards and mailed them to residents of mobile home communities surrounding the Mobile Home Stuff Store locations.

THE RESULTS

The hiring campaign was a tremendous success. It generated not just interest, but interest from the kinds of applicants Mobile Home Stuff Store was hoping to attract. They received a total of 24 applications, with 12 applicants being qualified enough to warrant interviews. Ultimately, MHSS made five hires. With how difficult recruitment had been for all kinds of companies everywhere, the results of this campaign were a great accomplishment!

As an added bonus, Mobile Home Stuff Store personnel noticed a spike in website traffic, phone calls and purchases even though the campaign's purpose wasn't to generate sales. It goes to show that simply putting your brand in front of people can make a difference in getting them to reach out.