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Careers & Apply

# Recruitment Marketing: Attracting Senior Living Talent



## Case Study:

Recruitment Advertising  
Mulberry Health

## Website:

[MulberryHealth.com](http://MulberryHealth.com)

## Industry:

Senior Living

## TESTIMONIAL:

"The recruitment efforts strategically planned were instrumental in helping get our message in front of potential employees. This resulted in filling all open positions for Certified Nursing Assistants within the first six months."

MARK WOLFSCHLAG  
CEO, Mulberry Health

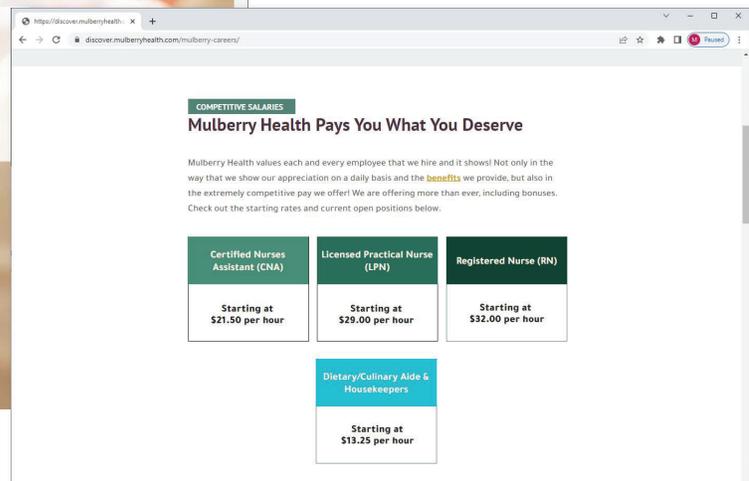
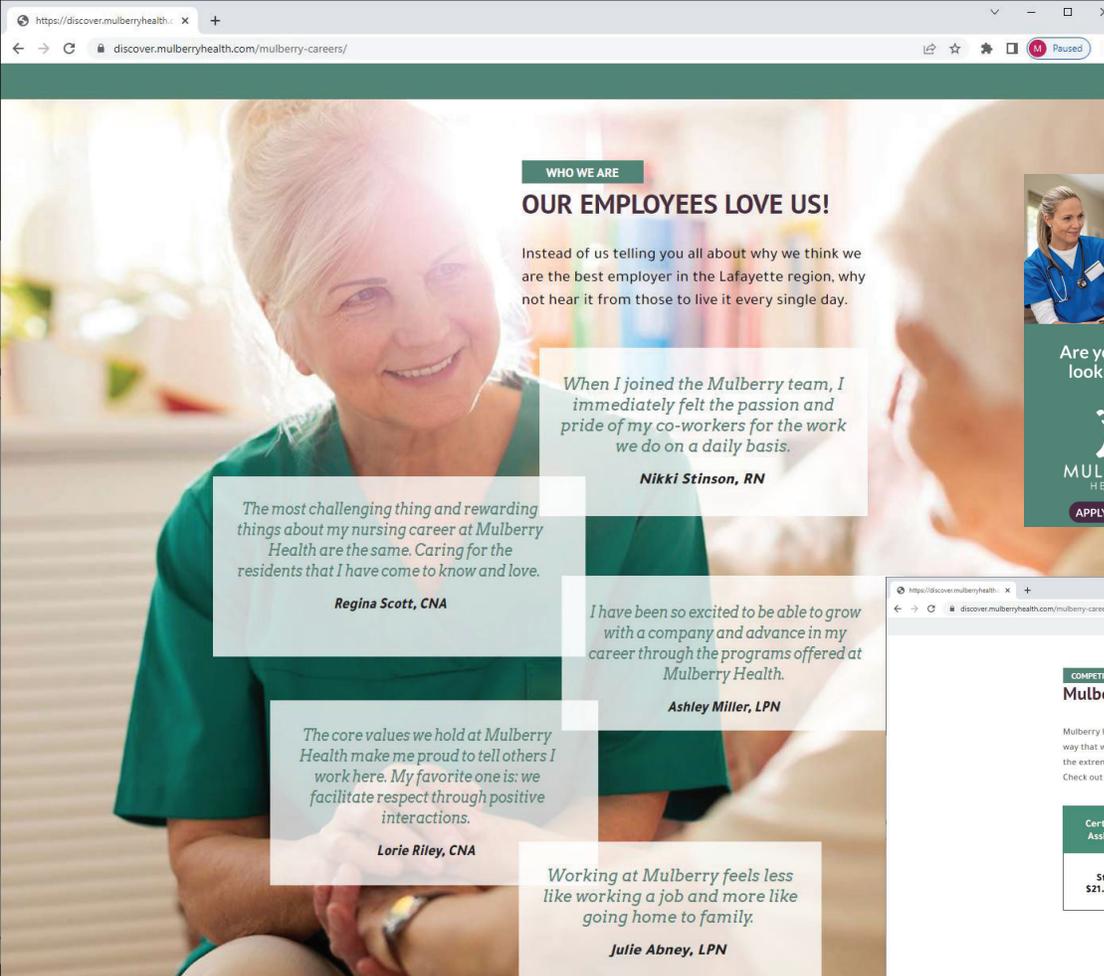
## The Situation

Many in the senior living industry have been hit hard by the effects of the pandemic, particularly in maintaining adequate staff. All around the country, attracting and retaining top talent are chief among the challenges communities cite.

Mulberry Health was no different. The community was forced to temporarily slow admissions due to state and national staffing ratio requirements. Creating Results knew that in order to ultimately improve census, we needed to increase marketing efforts around hiring.

## Strategy

Creating Results worked with Mulberry Health to develop a 6-month integrated marketing plan focused only on efforts around recruitment and hiring. The plan included targeting for CNAs, RNs, dining services and maintenance. The Mulberry Health leadership team, headed by President Mark Wolfschlag, was keen on providing added benefits. They were acutely aware that they needed to attract the right people. Being outside Lafayette, Indiana (away from the area hospitals) meant they needed to offer benefits and perks to attract top talent.



## Strategy (cont.)

The creative campaign and marketing tactics were focused on a younger audience looking for positions in health care. The messaging led with the higher wages and benefits that Mulberry Health offers to employees, as well as the culture within the organization to help them stand out against their competition – not only other communities, but also positions outside the industry. The goal was to entice potential employees to want to work at Mulberry Health.

## Solutions

Recruitment marketing focused on targeting potential employees ages 20-45 within a 25-mile radius around the community. Messaging focused on the benefits of being a Mulberry Health employee.

**WHY WORK FOR MULBERRY HEALTH:** Those looking for employment, especially post-pandemic, are focused on a few important factors: wages, culture and benefits. Lucky for Creating Results, Mulberry Health knew this and lived all three very well, having invested in their culture for many years. This made it easy to deliver compelling, authentic messaging and headlines that captured the attention of their audience.

**MAKING IT EASY TO CHOOSE:** Creating Results also knew that to be successful, the messaging not only needed to be clear, but also fast and easy to access. We developed a microsite, to present all that Mulberry Health has to offer its employees in a visually simple way. This meant a one-page overview to drive recruitment with the ability to inquire and apply all in one place, whether on desktop or mobile.

# AVERAGE APPLICATIONS INCREASED

from 75 per month in 2021 to **103 per month** in 2022

**3.68K**  
**sessions**  
**generated**

on the Mulberry Health  
Careers page in 3 months

**Recruitment-specific  
microsite  
generated**  
**2.62K sessions**

in 3 months



**15**  
**new hires**

in Q4 2021

**25**  
**new hires**

in Q1 2022

## Results

Creating Results' goal was to drive as many applications as quickly as possible. And that we did! Marketing efforts resulted in a 37% increase in applications from qualified prospects within 3 months.

As a result, Mulberry Health was able to return to normal operating business within 4 months, meeting and exceeding their recruitment goals.

Due to the success of the recruitment campaign, Creating Results is now marketing to both seniors looking for housing and employees seeking career opportunities on behalf of Mulberry Health.

everything mature consumers experience

Creating Results is a generational marketing agency with more than 25 years of experience in senior living and 55+ housing. Exclusively focused on 50+ audiences, we design solutions for each client's competitive landscape, assets and goals.

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