



Cadesign Mind turns recruitment processes up a gear and triples turnover in a year



'We love the LinkedIn team here! If we need any help, the service is fast and useful, with great follow up. It's just been great. I feel like they see a lot of potential in us and their passion on our behalf really shows'

Mads Beck
Owner / Partner, Cadesign Mind

Profile

Cadesign Mind, based in Denmark, is a recruitment company which, for the past 20 years, has specialised in recruiting and hiring technical professionals for the building, construction and heavy industry sectors.

The Challenge

During the financial crisis Cadesign Mind struggled for a couple of years, with an uncertain future, until current owner Mads Beck Iversen stepped in with hopes to revive the company in 2011.

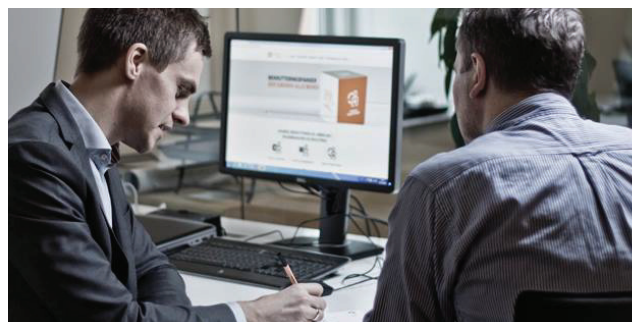
With outdated systems, Cadesign Mind needed a reboot to enter the digital age, which would not only streamline processes, but yield better results. Recruitment has always been a networking game, but before LinkedIn, Cadesign Mind lacked the platform to do this effectively.

Before now Cadesign Mind's networking process was very conservative, and centred on one-on-one phone calls, knowing everyone in the company's network and job boards which only reached candidates who were actively looking for a new job.



Highlights

- Cadesign Mind, a Danish recruitment agency, has nearly 3,000 followers on LinkedIn.
- Using Job Slots and its Careers Page, Cadesign Mind has already tripled its turnover compared to last year.
- Cadesign Mind uses LinkedIn to match clients with the perfect candidates for their open job roles and as a marketing platform.



The LinkedIn Solution

So, starting with Mads' own personal profile, Cadesign Mind embarked on an aggressive campaign to network and grow its recruitment services through LinkedIn.

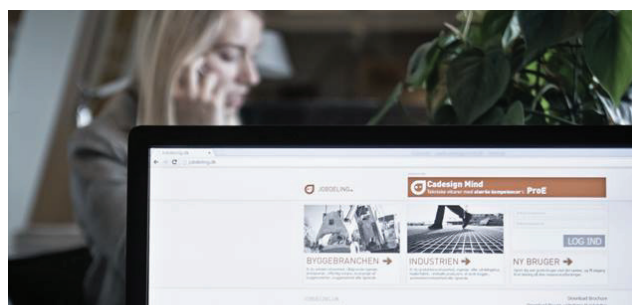
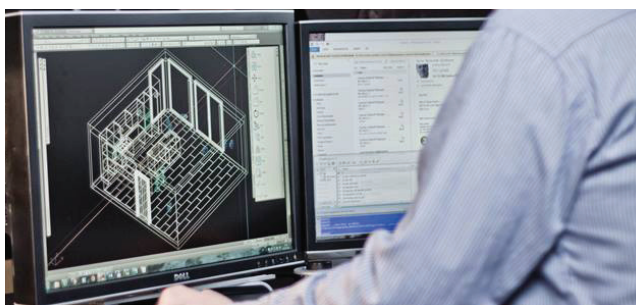
At the beginning of 2014, Cadesign Mind really kicked its campaign up a notch by signing up for a LinkedIn Recruiter licence and the difference is clear already, 'it's a really easy way to target the right people, so that's a game changer,' says Mads.



'There are a lot of tech professionals on LinkedIn and they're good at writing what their competencies and skills are, so we can usually find the right person from our LinkedIn database,' says Mads.

With its Career Page, Cadesign Mind has an excellent platform for company brand, reaching clients and candidates and advertising job opportunities. As well as permanent candidates, the agency also works with temporary placements. This means that the company page is also a way of communicating the company brand to them and, through them, to clients.

Finally with Job Slots, Cadesign Mind can share personalised job postings with LinkedIn members when they visit the company page, an employee profile or the Cadesign Mind Career Page. LinkedIn's algorithms mean that only the most relevant candidates are targeted, so Cadesign Mind can spend less time searching for candidates and more time winning over new candidates and clients.



Real-world recruiting benefits

With so much success already, Cadesign Mind has its sights set on growth, with hopes to take its LinkedIn recruitment model into new recruitment sectors in the coming years. Working with LinkedIn, Cadesign Mind has created a solid strategy, which is yielding results thanks to LinkedIn's recruiter services.

The benefits for Cadesign Mind include:

Better candidates.

LinkedIn's matching algorithms mean that companies like Cadesign Mind can target the right candidates for the job effortlessly. As 60 percent of professionals are open to job opportunities, but not actively seeking work, with Job Slots you can share job posts with the most qualified candidates, whether they are looking to change roles or not.

Greater reach.

With high-powered searches of LinkedIn's entire database and participation in sector and worker specific groups, Cadesign Mind can find the perfect candidates for its clients and put users in touch with their next career move.

Increased profits.

With targeted job posts, simpler and more diverse searches and a solid marketing platform, LinkedIn provides recruiters like Cadesign Mind with better, more efficient processes that place the right candidates with the right roles and companies, meaning more profit.



'We're real innovators at this company, so it can be a lot of hard work to get some ideas off the ground,' says Mads, 'LinkedIn are great at helping us to make those ideas happen.'

Innovating with LinkedIn has had a direct impact on the business. 'Turnover has tripled compared to last year, and we still have five months left' says Mads.

LinkedIn user tips



Use your Career Page and Targeted Job Slots to attract the right talent.



Don't make your LinkedIn presence all about jobs. Promote your company's values, assets and benefits.



Create plenty of relevant content and be active on LinkedIn Groups