



ASTRALIS

“We use LinkedIn for the most challenging assignments. It lets us reach difficult-to-find candidates even if they are not actively looking for a new job.”

Mark Knapper,
Managing Director, Astralis

Astralis Case Study

LinkedIn helps Astralis approach and recruit hard-to-hire HR specialists

Highlights

- LinkedIn Talent solutions paid for itself within six weeks
- Accelerated time-to-hire by as much as 50%
- Reduced advertising spend on traditional job boards
- 50% response rate with LinkedIn InMails
- Almost one third of revenue generated from utilising LinkedIn solutions

Company Profile

Astralis is a search and selection consultancy specialising in predominantly senior level recruitment within the Human Resources function, including HR consultancy, and is a ten person company working both in the UK and internationally.

Challenges

As is common in senior level recruitment, the most suitable candidates are often not actively looking for a new job so Astralis decided a proactive approach was the only way to be really effective.

In the 13 years since Astralis started, it has seen huge changes. In 1999, most advertising went through The Sunday Times (at that time, a half-page advert could cost tens of thousands of pounds and would have to be booked up to three weeks in advance). These days, speed and cost-effectiveness is of the essence and assignments are now started within days with completion times being critical.

Whilst there are a number of specialist recruitment sites, it has been difficult to find one which facilitates the need to approach passive candidates, notably in some of the more demanding roles in areas such as reward management and organisational development and design. It was this search for a powerful competitive advantage that led Astralis to LinkedIn in 2011.

“Very few recruitment companies take full advantage of LinkedIn. For us, it’s a valuable business tool”

Mark Knapper, MD, Astralis

LinkedIn Solution

Astralis uses LinkedIn to promote its most challenging and high-profile searches. The LinkedIn solutions include:

Sponsored Jobs

This allows you to reach the right candidate with the right job at the right time, whether or not they are looking for a new role, suggesting jobs to potential candidates based on key words in the job description. Members are three times more likely to apply for a Sponsored Job than if they find the job another way.

LinkedIn Recruiter Tool

LinkedIn lets recruiters contact potential candidates directly using InMails, which appear in the recipients' inbox on LinkedIn. This allows Astralis to communicate directly with people who may be perfect for a role but who are not actively looking to change jobs.

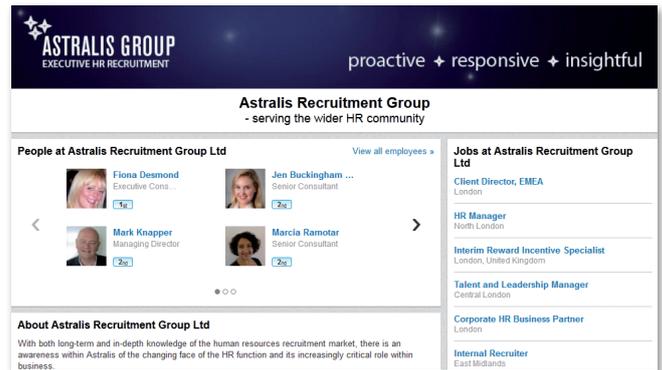
LinkedIn Jobs

Astralis has 10 job slots, these jobs are automatically recommended to the best candidates, and at the same time Astralis receives a list of 25 people that best fit the requirements, plus advanced analytics and filters to monitor and refine the job posting.

LinkedIn Career Page

This gives Astralis a presence on LinkedIn where it can position itself as an agency of choice for prospective candidates.

Astralis also maintains a Company Page on LinkedIn and encourages its staff to keep their own profiles up to date as well. This supports the company's InMails and helps them to be good 'LinkedIn citizens'. Naturally, they also maintain their own networks of contacts and candidates using LinkedIn too.



Astralis Company Page

Results

For Astralis, the main benefit is the ability to reach passive candidates. Overall, close on half of their InMails get a response allowing them to reduce spending on other platforms and speed up the recruitment process.

LinkedIn gives Astralis reach and access to great candidates but allows the company to deploy their industry expertise fully to vet candidates, find the perfect shortlist and be the honest broker between candidate and client during the critical offer stage. It also helps them fill the most challenging roles and, overall, the company fills a third of its positions using LinkedIn.

“LinkedIn paid for itself in six weeks by reducing the cost per hire, improving candidate quality and halving the amount of time it takes to identify candidates.”

Mark Knapper, MD, Astralis

Visit talent.linkedin.com to learn how you can source top candidates on LinkedIn