



This is Rebecca
30% of Clarify hires come
from LinkedIn

*"I was a one-person team
tasked with making a big splash
for a small company, and the
first thing I did was get a
LinkedIn recruiter license."*

REBECCA SEWELL
Head of Talent Acquisition



Company Profile

Clarify specialises in strategic Business Development. It works specifically with B2B Enterprises and high-growth tech start-ups that are engaged in complex sales deals. Clarify enables its clients to build predictable sales pipeline and revenue, delivering transformational change and growth to their businesses.

Business Objective

Attract and engage top talent

Clarify knew its service offerings were unlike any other. But with a modest history of employer brand building, the key talent Clarify was looking to attract was unfamiliar with their company.

"The quality of candidates had been poor and retention had been difficult," noted Sewell. "Our research found that the most successful people weren't actively looking, so I was tasked with targeting the passive marketplace and warming up more of these passive candidates to Clarify's offerings."

Clarify needed to not only reach a much broader group of passive enterprise-level candidates, but also automate its communications and do so on a shorter timeline.

The Solution

A License to Recruit

Become a thought leader through engaging content

By creating three mindful posts each week, Clarify increased followers from 450 to 750 in just three months.

Use Sponsored Jobs

Two qualified hires were netted exceptionally quickly.

Focus on diversity and inclusion

When Clarify's CEO won Business Magazine's "Woman of the Year" award, their single LinkedIn posting garnered a whopping 64,000 impressions. The attention also helped attract top talent that valued Clarify's commitment to diversity.

The Results

It's not just about finding talent. It's about attracting and engaging top-tier, enterprise-level talent.

Posting powerful content on diversity and culture has helped a small company win big:

- 30% of Clarify's hires come from LinkedIn.
- LinkedIn followers have increased from 450 to over 2,700.
- In the male-dominated technology industry (just 12% of respondents are female), an impressive 47% of Clarify's management hires are women.
- \$0. The amount Clarify is now spending on traditional methods.
- 71% of followers are interested in a potential career move with Clarify.

"It was a real light-bulb moment. LinkedIn was an opportunity for us to reach out to all the people that might be interested in working with us and start engaging them with content and with employer-of-choice information. And we've received a huge amount of interest in terms of the company itself."

"The thing I love most about LinkedIn is how easy it is to have a content strategy and how effective it is in promoting your brand and starting a dialogue with potential candidates"

What's Next?

Doing more with less

What does the future hold? Clarify is a smaller-sized company that has made some impressive moves with LinkedIn. The focus of Clarify's recruiting strategy is to attract top talent by leveraging LinkedIn as a publishing platform. This will mean implementing some new and exciting initiatives such as:

- Video interviewing potential hires
- InMail campaigns to target qualified candidates
- Sharing pictures and posts about culture and success

Mirroring its own business model and "punching above its weight," Clarify is an inspirational example of a lesser-known company using the LinkedIn platform to attract talent from larger, more established companies. Clarify has gained an impressive following and boosted its brand – both on the employer and consumer side. Stories exist within a company's employees, leadership and customers, it's how these elements are brought to life that makes all the difference.