

Small consultancy competes on a global scale

Pathfinder Talent Solutions built LinkedIn Recruiter into its business model and gained access to diverse global talent pool.

Since the inception of Pathfinder Talent Solutions in 2013, LinkedIn's solutions have been wholly ingrained in the recruiting strategy.

After researching various job board offerings and advertising options, Fran Thompson who is Managing Director of Pathfinder Talent Solutions, decided to build her business model based primarily on LinkedIn Recruiter so as to avoid managing other complex recruiting infrastructures.

Pathfinder Talent Solutions

Size: Less than 10 employees.

Industry: Recruitment/talent management.

Description: Pathfinder is a Hong Kong-based strategic consultancy, specialising in talent management, search and selection within the financial technology sector.

"LinkedIn's simplicity in use, combined with its well-rounded recruiting offering, makes it the ideal one-stop solution for Pathfinder," says Thompson. "The ease of setting up and scaling the solution enables small companies like us to punch far above their weight."



"We built Pathfinder on the growth of LinkedIn. When we were setting up a search and selection business, it seemed obvious and logical to make sure LinkedIn was an integral part of our strategy."



Fran Thompson, Managing Director,
Pathfinder Talent Solutions

12 MONTHS



IMPROVED TALENT
BRAND INDEX



ON PATHFINDER
COMPANY PAGE

Highlights



LinkedIn's solutions such as LinkedIn Recruiter and LinkedIn Jobs have been wholly ingrained in Pathfinder's recruiting strategy.



Pathfinder says LinkedIn enables small companies to punch far above their weight.



Investing in appealing content and ensuring it is mobile friendly has increased Pathfinder's followers and talent brand ranking.

Lessons learned

- 1 LinkedIn provides access to a global professional and up-to-date talent pool which helped Pathfinder enter a saturated recruiting industry and avoid managing other complex recruiting infrastructures.
- 2 On Pathfinder's Company Page the team experimented with various content, from a thought-leader perspective to short and sharp tips, with the latter gaining significant traction and attracting senior professionals - Pathfinder's target audience.



Results



700% follower increase in 12 months on the Pathfinder Company Page.



Improved Talent Brand Index from 52% to 76% in 12 months.



Quality global hires.



100% reliant on LinkedIn solutions.

Global reach leading to global hires

LinkedIn has given Pathfinder access to a diverse global talent pool - in particular, passive talent. Pathfinder primarily uses LinkedIn InMail's as the first point of contact after identifying the talent online. This soft approach gives them a high response rate, and in return the team personally reaches out to high-calibre candidates who might otherwise not be seeking roles.

"In fact, without LinkedIn's global reach and efficiency, many hires would not have been possible," Thompson says.

For nine months, high-profile US-based recruiters were unable to fill a role in Brazil, so Pathfinder was handed the opportunity. With the use of LinkedIn's Recruiter Professional Licenses, the firm managed to access talent around the world and fill the position within a mere three months despite being based in Hong Kong.

A Company Page raises Pathfinder's TBI

In addition to candidate search and selection, LinkedIn plays a key role in Pathfinder's digital media strategy. On Pathfinder's Company Page, the focus is on sharing engaging and visually appealing content with its global audience. Besides keeping the content attractive, Pathfinder ensures it is mobile friendly to cater to users accessing LinkedIn on the go from their mobiles and tablets.

As a result of such efforts, the number of members following the Pathfinder Company Page has increased by 700% since 2014. Due to its commitment to consistently providing engaging content, Pathfinder has achieved a Talent Brand Index (TBI) of 76%, placing it in the highest tier of consultancies among its peers in Hong Kong - a credible feat for a small consultancy.

The future with LinkedIn

Moving forward, Pathfinder will continue to invest with LinkedIn. Its strategy is 100% reliant on LinkedIn solutions and functionalities to help grow its business. The platform has been, and will continue to be, fundamental to Pathfinder's success as it strives to help companies make quality hires around the world.



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