



Halcyon Knights

Size: 25 employees

Industry: Recruitment

Description: IT recruitment agency with Australia's largest technology vendor practice.

Leading the charge for top technology talent

IT recruitment agency Halcyon Knights sets the standard for digital-driven recruitment.

Technology recruitment agency Halcyon Knights has significantly increased its engagement with top technology and digital candidates and vendors thanks to a social media strategy centred on LinkedIn Talent Solutions.

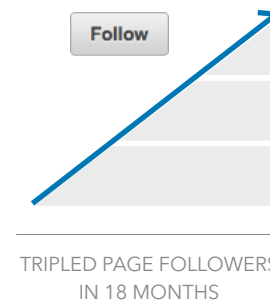
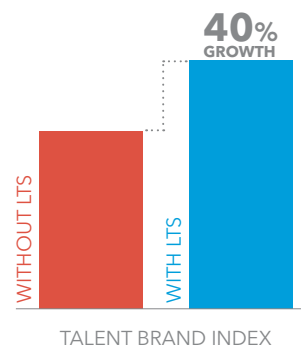
Founded in 2006, the growing company has offices in Melbourne and Sydney and works across four practices: technology vendors, commercial, contract and an emerging digital practice.

Around 18 months ago, founder and director Marcus Lynch recognised the need to identify new ways to attract and engage top talent. Halcyon Knights also wanted to grow its client base, give employees best-practice tools to excel at what they do, and position itself as an innovative agency and employer of choice.



“LinkedIn is the standout social media platform, and it’s the engine powering our social media strategy. We’ve invested fully in LinkedIn Talent Solutions, and we are seeing the benefits.”

 **Marcus Lynch,**
founder and director, Halcyon Knights



Highlights



Halcyon Knights wanted to maintain its competitive edge by engaging with talent in new ways and building its brand as a thought leader.



The agency adopted a comprehensive suite of tools from LinkedIn Talent Solutions, putting LinkedIn at the centre of its social media strategy.



Halcyon Knights has reached more candidates, significantly increased its followers and page views, improved staff productivity and boosted brand awareness.

Lessons learned

- 1 "You need to be willing to evolve and invest in new technologies and new ways of working – otherwise you get left behind."
- 2 "Just as important is educating your team on how to leverage new tools to ensure your staff are happy and the business is getting maximum value."
- 3 "The third lesson: jump in and take full advantage of LinkedIn Talent Solutions. It isn't just about recruitment – it's a wider platform that can be used to improve brand awareness and company performance."



Results



Able to deliver more quickly and accurately on client briefs.



Tripled LinkedIn page followers in 18 months.



Grew Talent Brand Index by 40 per cent.



Doubled consultants' capacity and boosted productivity.

The partnership pays off

An early adopter, Halcyon Knights had been using LinkedIn as a recruitment tool for many years, before partnering with LinkedIn Talent Solutions in early 2013.

By seamlessly integrating LinkedIn Recruiter Professional with the agency's customer relationship management (CRM) system, LinkedIn became the backbone of the agency's technology and social media strategies and delivered more efficient processes. Halcyon Knights helped ensure the transition was a success by prioritising staff training and working hand-in-hand with LinkedIn's customer success team.

Halcyon Knights uses a complete portfolio of LinkedIn Talent Solutions, which allows the agency to advertise clients' jobs, build a specialist follower base, engage with candidates and tell its brand story in an interactive and compelling way. Importantly, it can then measure its performance, adjust and repeat.

A new level of engagement

LinkedIn Talent Solutions has enabled Halcyon Knights to reach more candidates and build talent pools faster.

"Beyond accessing a broader audience, we can also give our talent community information that will help them in their careers, and engage candidates on topical industry issues and emerging trends," says Lynch. "I think recruitment firms today have an obligation to be better engaged within their talent community and client base, so for us it is about positioning our business as a thought leader, not just a repository of jobs."

In the past 18 months, Halcyon Knights has increased its LinkedIn followers fivefold – from around 800 to more than 4,000 – by enhancing its brand presence in the market. Over the past year, the agency's Talent Brand Index (LinkedIn's data-driven measure of a company's 'employment brand' in the market) has risen by 40 per cent, and monthly company page views have jumped by more than 450 per cent.

Company performance soars

With LinkedIn Talent Solutions, Halcyon Knights has improved company performance and empowered employees. Consultants have almost doubled their capacity.

"Our consultants are better engaged and can get to more potential candidates and roles," says Lynch. "LinkedIn Talent Solutions has also enabled us to deliver more quickly and accurately on client briefs."

Since partnering with LinkedIn Talent Solutions, Halcyon Knights has grown its team by 100 per cent and launched its digital practice. "We are very focused on being an employer of choice," says Lynch. "LinkedIn Talent Solutions has given our staff a competitive advantage, and our ability to attract high-quality staff has gone through the roof."

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