

AVID

Technical Resources

Customer Case Study



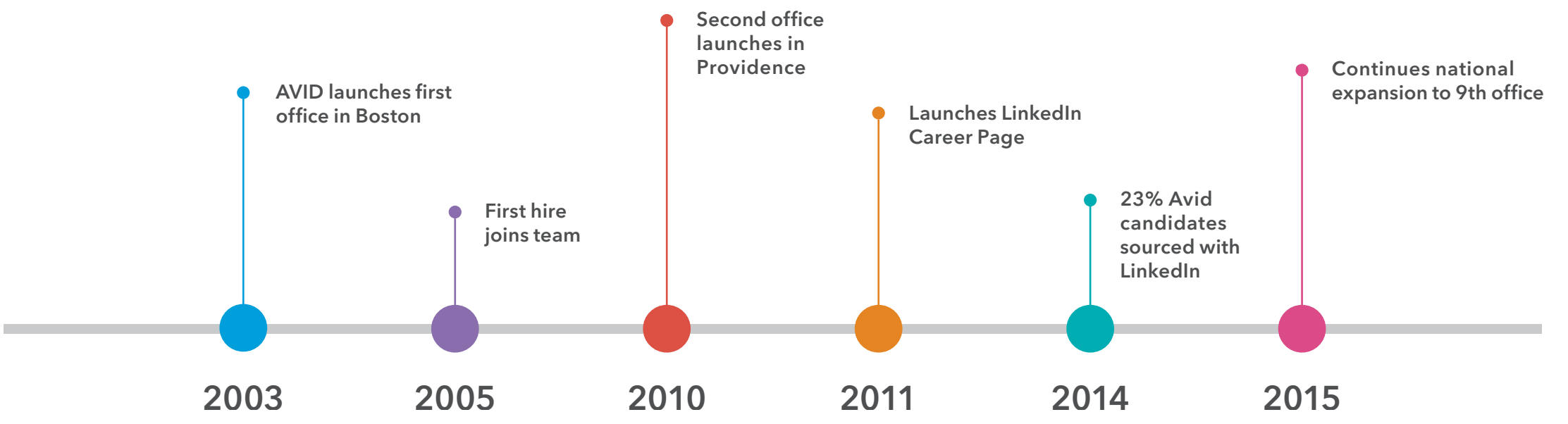
THE STORY

Boston-based **AVID Technical Resources** (Applications, Voice, Internet, Data) is an award-winning staffing agency that specializes in contract and direct-hire placements in the IT industry. Navigating a competitive market in which top talent is scarce, AVID turns to LinkedIn Recruiter to build and maintain strong relationships with candidates and clients in 8 major tech hubs: New York, San Francisco, Seattle, San Diego, Des Moines, Providence, and Los Angeles.


**8**
Offices

**43**
Employees

BRIEF HISTORY & GROWTH TIMELINE



LONG-TERM VISION



Grow as big as possible, without sacrificing quality conversations with candidates.




Accelerate national expansion and visibility.




Build steady pipeline of contract and direct hire IT candidates.

SOLUTION


AVID began using LinkedIn Recruiter in 2011 and currently has 22 team members using the platform on a daily basis. Brian Tomasello, Principal and Owner at AVID, and his team chose Recruiter for the following features:




Prospecting and pipelining capabilities.




Ease of use.



Tools for researching candidates.



Analytics solutions to track placement rates.



Resources to personalize candidate communications.

AVID is measuring results using the following metrics:



Time saved.



Candidates placed.











ROI generated.




Growth in LinkedIn community presence.


2015 MILESTONES

JOB	RECRUITER	PLACEMENTS	COMPANY PAGE
 142 monthly applicants	 18% InMail response rate	 TOP 10% of IT staffing firms followed on LinkedIn	 2,604 followers
 6 jobs on LinkedIn	 165 profiles viewed per month	 23% of Avid placements came through LinkedIn	 105% year over year follower growth


LESSONS LEARNED



We build empires through a series of small steps. LinkedIn gives us the tools to focus on our priorities and grow sustainably yet quickly.



Recruiters need to take time to build passive candidate pipelines. In this day and age, a reactive approach will fall short as a means for driving results.



A steady stream of social media updates with pertinent information, engaging content, and job postings are key to driving inbound interest.

“LinkedIn Recruiter has opened new doors for us. We’re connecting with higher quality candidates, filling more open roles, and increasing the level of quality and speed that we’re delivering to our clients. Not to mention, we’re meeting top talent who we’re now connected to for the long-haul.”
–Brian Tomasello, Principal and Owner, AVID.

QUESTIONS?

Learn how to grow your candidate pipeline, build your brand community, and establish lasting relationships with top talent with LinkedIn Recruiter. Talk to your relationship manager or call us at **1-855-655-6563** today. You can also [contact us](#) if you’d like to set up a future time to talk.

To learn more about AVID, visit their website at <http://www.avidtr.com/>.