

Putting social engagement at the centre of the recruitment strategy

Blackbook Executive reveals LinkedIn is in the DNA of the business

When Clinton Holmes and his business partner Matt Simpson left their long-term careers at a competitor company to start their own staffing business, Blackbook Executive, they included LinkedIn Talent Solutions in their strategy from the outset. They claim that it is "in the DNA of the business", and that leveraging the tools that it provides has been instrumental in allowing them to grow quickly and efficiently. "We were billing in our first month", Holmes says, "and LinkedIn enabled us to appear bigger than we were

to our peers and customers, so from a perception point of view it was great. It has been the driving force behind our growth, and has equipped us with a solid recruitment database from the get-go."

Holmes contends that all employees bought into the 'LinkedIn way' immediately because there was no 'before LinkedIn' for Blackbook Executive. Each team member undergoes a rigorous induction process on joining the

Blackbook Executive

Size: 9 employees

Industry: Staffing and recruitment

Description: Specialist recruiters in the engineering, supply chain and technical disciplines.

company, which includes in-depth training on LinkedIn and how each member of the business is expected to leverage the solutions.

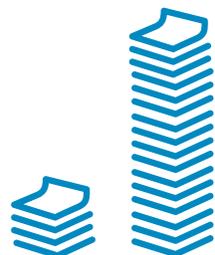
Employees take turns in posting content on LinkedIn - a key part of the strategy, which Clinton asserts maximises social engagement. For Blackbook Executive there are always fresh voices and ideas being posted and, as such, the company resists becoming stale in its messaging.



"Being a socially engaged business relies on everyone in the company buying into the strategy. Everyone must be aligned with our strategy; and the strategy itself is fundamental to our success."



Clinton Holmes
director of Blackbook Executive



NUMBER OF AVERAGE MONTHLY JOB APPLICATIONS HAS INCREASED 447%



6800

FOLLOWERS ON LINKEDIN HAVE MORE THAN DOUBLED FROM LESS THAN 3000 TO MORE THAN 6800.

Highlights



Talent Brand Index is at 72%, which sets Blackbook Executive above what LinkedIn requires for a company to be considered an Employer of Choice.



Since investing in LinkedIn Talent Solutions, the number of average monthly job applications has soared from 93 to 509 - a 447% increase.



Followers on LinkedIn have increased from less than 3000 to more than 6800.

Lessons learned

1 "Having a multi-pronged approach to recruitment is absolutely crucial."

2 "When starting out from scratch, LinkedIn enabled us to hit the ground running and provided us with a network very quickly."

3 "The more you put in with LinkedIn, the more you'll get out."



Results



Increased its overall follower number and acquired more relevant followers.



Has seen more relevance in applicants for jobs.



Improved its overall brand presence with its target markets.

Maintaining a winning formula

At Blackbook Executive, the strategy to date has focused on creating interesting, engaging content which allows it to grow its following and consolidate its talent brand. The next six months are going to revolve around coming up with innovative ways to engage its audience to maintain its industry lead on using LinkedIn to recruit. The recruitment agency plans to include a lot more video in its marketing strategy and strategically deploy video across its platforms, which will enhance its employer brand.

Reaping the benefits of a strong employer brand

With a nine-person team, Holmes attributes the strength of Blackbook Executive's employer brand to the fact that no-one has left the company in four and a half years. The plan is to continue leveraging LinkedIn and Instagram to market the agency as a desirable place to work by sharing content such as videos of their consultants. These videos work by showcasing the consultants' personalities and bringing value to its target audience by revealing current employees' thoughts on what it's actually like to work at Blackbook Executive.

The importance of becoming modern marketers

The partnership that Blackbook Executive has with LinkedIn Talent Solutions sits firmly at the core of the company. LinkedIn enabled it to start off on the right foot and to maintain an accelerated pace of growth. Holmes asserts that LinkedIn has "enabled Blackbook to broaden its mind to a multi-pronged recruitment approach, and to be a modern marketer, instead of just a modern recruiter."

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