Linked in Talent Solutions

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.

Operating since 2007, the growing company has offices in Melbourne, Sydney, Canberra and Auckland, working across practices such as technology vendors, cloud, infrastructure, project services and digital.



Halcyon Knights

Size: 28 employees Industry: Recruitment

Description: IT recruitment and executive search agency with Australia's largest technology vendor practice and a New Zealand office recently opened.

Three years ago, co-founders and directors Lincoln Benbow and 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



DOUBLED LINKEDIN PAGE FOLLOWERS IN THE LAST 12 MONTHS



TALENT BRAND INDEX GREW FROM 36% TO 67%.

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

- Evolve and invest in new technologies and new ways of working otherwise you get left behind.
- You need a social media strategy and it should include a number of tactics you can test across multiple social media channels to see what works best.
- Jump in and take full advantage of LinkedIn Talent Solutions. It isn't just a recruitment platform; it can be used to improve brand awareness and company performance.
- Get to know your audience through research and experimentation. If you invest energy in understanding your audience, it enables you to be relevant to that audience and provide value and meaning to the content you're delivering.



Results



Able to deliver more quickly and accurately on client briefs.



Doubled LinkedIn page followers in the last 12 months.



Talent Brand Index grew from 36% to 67%.



Boosted consultants' 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 active jobs, build a specialist follower base, engage with candidates and tell its brand story in an interactive and compelling way. It can then use the data to measure its performance and adjust its strategy to achieve the best results.

The relationship business

Halcyon Knights' social media marketing strategy is a huge part of the company's success. This strategy is based on authentically communicating with its candidates and clients, building on its trusted advisor reputation.

Personalising each post and reacting to the evolving social landscape keeps the company's messaging genuine and its engagement levels high. The company uses a content schedule, but is not rigid in its application, believing that its ability to be responsive to internal and external news and events enables it to maintain authenticity, relevance and be more timely.

"Our strategy is unique to us. It's not a sitting stone," Lynch says, "It's flexible and adapting to the market opportunities, helping us not get lost in what everyone else is doing."

The strategy, with help from LinkedIn Talent Solutions, has grown the organisation's LinkedIn followers to over 15,000 and its Talent Brand Index Score from 36% to 67%.

Social knowledge improves performance

With LinkedIn Talent Solutions, Halcyon Knights can promptly communicate its social media success with the team, as well as encourage staff to share best practice with each other to improve efficiencies.

"We encourage each other to go and have a chat and say 'What's working for you?'", says Lynch. "We recognise that as a business you've got to always be improving, and continued improvement is a vital part of success."

Since partnering with LinkedIn Talent Solutions in 2013, Halcyon Knights has grown its team by over 300% and launched into new international markets in New Zealand, and has further expansion plans in the APAC region. The company's quality social media strategy allows it to reach across time zones, expand its audience and establish bricks and mortar in foreign countries, says Lynch.

Discover LinkedIn Talent Solutions

LinkedIn Recruiter
LinkedIn Job Slots
LinkedIn Career Pages

For more on LinkedIn Talent Solutions: business.linkedin.com/talent-solutions