

## CASE STUDY

# Halcyon Knights

Halcyon Knights is a specialist Executive Search and IT Recruitment firm and a recognised leader in Vendor, Digital and Technology recruitment. Founded in 2007, the growing company now has offices in Melbourne, Sydney, Canberra, Auckland and Singapore.





# THE CHALLENGE

## Attract the right talent for a strong culture

Co-founders Lincoln Benbow and Marcus Lynch started Halcyon Knights in 2007 with a goal of growing their business through innovation, hard work and integrity. It proved a successful recipe, with the company experiencing rapid growth and building a strong reputation across Australia's eastern seaboard.

With three new offices opening in Canberra, Auckland and Singapore, Halcyon Knights recognised they had limited brand awareness in these markets. So they knew they needed to hire great people to help them attract great clients.

Cultural fit was top of mind, with the company intent on hiring people who would challenge themselves and traditional recruitment methods. They also needed people who would thrive in a dynamic and high-performance environment – recognising the value this would bring to their clients.

In short, Halcyon Knights needed to invest in their employer brand and show the market what their businesses really represents.

*“Not only has Halcyon Knights demonstrated success in engaging the greatest number of high-calibre candidates, we have also developed a unique and tangible benefit by helping market our clients’ brands more effectively with no additional cost to them; the ‘Most Socially Engaged Enterprise Staffing Agency’ in Australia has validated that!”*



**Lincoln Benbow,**  
Founder & Director, Halcyon Knights



# THE SOLUTION

## Halcyon Knights let their people do the talking

To amplify their brand in their new markets, Halcyon Knights adopted an active social media strategy that involved regularly communicating with its candidates, clients and prospective employees across APAC. Being awarded Australia's MSEESA validated that they are able to leverage trans-Pacific tech talent in Australia, and throughout the Asia Pacific region, in New Zealand, Singapore and beyond, with greater pace and volume than their competition.

Key to the success of Halcyon Knights' digital strategy was fostering authentic and meaningful engagement with a relevant candidate community. They achieved this by recruiting a Marketing Manager and a L&D Manager in the business, who together with the HR Manager are responsible for ensuring all new recruits are social media savvy advocates, and are provided with ongoing social media training.

Halcyon Knights also used the new LinkedIn Career Pages to give candidates a look inside their business using a mix of video content, featured blogs, photos and team imagery – which they tailored for different regions and specialisations.

Their goal was to build trust with candidates by getting their own people to do the talking. And it worked.



*“Leveraging trans-Pacific tech talent has been fundamental to the success of Halcyon Knights’ rapid expansion into the APAC market, and LinkedIn Talent Solutions has enabled us to strategically profile our brand in Australia, New Zealand and Singapore.”*



**Marcus Lynch,**  
Founder & Director, Halcyon Knights



# THE RESULTS

Halcyon Knights' commitment to their social media strategy helped them significantly increase their brand awareness across a number of key metrics.

The company was able to double their number of LinkedIn followers in 12 months, increase their Talent Brand Index from 36 to 67%, and **outperform the industry average engagement on LinkedIn by three times.**

In 2016, Halcyon Knights were recognised as **Australia's Most Socially Engaged Enterprise Staffing Agency** in 2016 by LinkedIn.

With a focus on being authentic and adding value with every interaction, the Halcyon Knights team continues to position themselves as a trusted adviser to clients and candidates within the tech sector.

Better still, having a strong employer brand helped them fill their new offices with outstanding talent – ensuring the business can keep building on its great reputation.

Check out Halcyon Knights' LinkedIn Career Page here:  
<https://www.linkedin.com/company-beta/1336033/life>

**3x** Outperformed Industry  
Average x3 Times

**100%** Increase in LinkedIn  
followers within 12 months