

Jobvite

LOCATION

San Mateo, CA

NO. OF EMPLOYEES

100-500

INDUSTRY

Computer Software

Jobvite Achieves Remarkable Results and Cost Efficiency through LinkedIn Marketing

Challenge:

With their innovative recruiting software, Jobvite markets to a distinct professional cohort. Partnering with agency Closed Loop, the company’s approach is heavily focused on delivering helpful information to prospects in the recruiting field and driving conversations. To boost engagement, they wanted to ensure that each piece of content was aligning with specific segments of their audience.

Jobvite offers the industry’s only candidate-centric recruiting platform. The full funnel solution, including CRM, recruitment marketing, ATS, texting, and onboarding, is designed to create remarkable candidate experiences by engaging at every touch point from the first time they land on your career website to their first day on the job.

“Not every marketer has an audience that has its own social media network, which is why LinkedIn worked so well for us.”



Ronen Shetelboim
Director of Marketing, Jobvite

Solution:

LinkedIn is a good fit for B2B marketing efforts of all kinds, but is particularly prominent in the recruiting space for obvious reasons. What made the platform an especially strong match for Jobvite's strategy is its targeting capabilities, enabling their team to zero in on recruiters and talent leaders, then serve distinct content to various personas and company sizes within that audience.

Recognizing that LinkedIn members are generally on the lookout for professional insights, Jobvite and Closed Loop have also found tremendous resonance by featuring statistics from their own annual research on recruiters and job seekers, and creating dialogues around this data. Ronen Shetelboim, Director of Marketing for Jobvite, observes that he frequently sees comments and conversations playing out beneath the company's posts.

“LinkedIn is the biggest marketing channel across nearly all metrics for Jobvite.”



Wes Blemker

Director of Search Marketing, Closed Loop

Results:

With ad campaigns on LinkedIn driving click-through rates between 1%-2%, Jobvite and Closed Loop have “significantly” exceeded previous benchmarks. “Click-through rate is obviously very important in keeping the costs down,” says Wes Blemker, Director of Search Marketing for Closed Loop, adding that this increase allows the team to generate results with lower bids and get the most out of their budget. Shetelboim notes that Jobvite's cost per opportunity on LinkedIn is roughly half that of their largest alternative marketing channel, while cost per inquiry is about one-quarter.

4X

pipeline on investment

Visit business.linkedin.com to get started with LinkedIn Marketing Solutions