



# Winning Over Talent That Wasn't Looking: Bluebird's Smart Recruitment Play

## Success story

### Placing LinkedIn at the core of business strategy

Talent professionals know that the art of placing a fantastic candidate in the perfect role comes from having a deep understanding of the skills in demand, the talent available, and the markets they specialise in. This understanding is something that Bluebird Recruitment is only too aware of; it's not just a recruitment agency – its consultants are former SaaS (Software as a Service) professionals. Therefore, it has an unrivalled knowledge of the SaaS market, thanks to a talented team of recruiters that have previously held the positions they now recruit for.

Bluebird Recruitment's skilled professionals have first-hand experience of the challenges and trends within the SaaS sector. Hence, they are best placed to facilitate and deliver the high quality matches that are required to meet a client's needs and the desires of a candidate.

Established in 2020 by Machiel Kunst, Bluebird Recruitment has expanded its services internationally, with offices in Amsterdam, London, and Sydney, building a network of more than 25,000 qualified SaaS professionals. It is a well-connected and specialised agency, but the best talent is not always looking for a role. So, when the agency was founded, Bluebird had a clear strategy around how to reach highly talented individuals at scale.

Bluebird Recruitment placed LinkedIn at the heart of its business strategy, making it a key platform in driving the organisation's growth and success.





# Challenge

## Engaging skilled candidates that are not looking for work

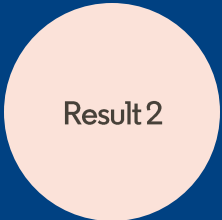
Most top SaaS professionals are not actively looking for new opportunities. This meant that Bluebird Recruitment had to adopt an active approach to engage the best candidates. When the SaaS specialist was founded in 2020, its consultants knew they would need to find creative ways to connect with highly talented individuals with sought after skills in sales, marketing, customer success, IT, and development.

Bluebird Recruitment chose to utilise LinkedIn and the platform’s extensive range of tools and resources, including LinkedIn Recruiter, Talent Insights, and Job Slots. With these tools, it could gather strategic insight into specific markets, connect with skilled talent quickly, and be more targeted in its approach.

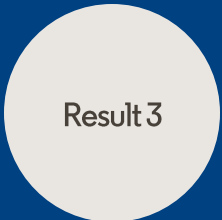
### Results



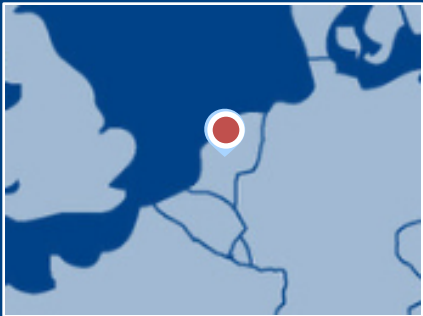
**Above average acceptance rate**  
35% – average InMail response rate



**Engaged candidates**  
2.5 x more placements in 2021 compared to 2020



**Demand spurs significant business growth**  
300% growth achieved in 2021, with the agency continuing to grow at a rate of 50% each year



**Industry:** Staffing and Recruiting  
**No. of Employees:** 11-50  
**Headquarters:** Amsterdam, Netherlands



## Solution

### Adopting LinkedIn from the start

Bluebird started using LinkedIn Recruiter right at the start of its agency journey. Machiel understood that a Recruiter License would be required to be able to achieve its full potential. The vast majority of people that Bluebird places are actively headhunted from their current position. Therefore, it was essential that the right platform was selected – one that could be seamlessly integrated with Bluebird's in-house CRM solution.

### A targeted approach = expanded talent pool

Bluebird used thought leadership adverts to increase inbound leads and LinkedIn ads for more targeted campaigns. LinkedIn Recruiter enabled consultants to connect and communicate with top candidates and the platform's valuable search tools resulted in proactive outreach. Furthermore, LinkedIn's InMail facility transformed the consultants' ability to proactively scout talent and positively engage with in demand candidates. In turn, this expanded Bluebird's network and increased the number of potential candidates within its talent pipeline.

### Increasing inbound leads with InMail

Thanks to LinkedIn, Bluebird has experienced incredible growth over the last five years. In particular, LinkedIn adverts have consistently led to high-quality inbound leads. What's more, LinkedIn has helped consultants to build a personal brand, increase organisational awareness, and promote sector knowledge and expertise. This has had a hugely positive effect on leads, placements, and overall growth.

Machiel Kunst, founder and CEO at Bluebird, said: "We wouldn't have been able to achieve the results we have without the LinkedIn platform. Our results would not have been possible without LinkedIn Recruiter and the LinkedIn Community. That's why LinkedIn is at the core of our business strategy."



*We wouldn't have been able to achieve the results we have without the LinkedIn platform."*



**Machiel Kunst**

Founder and CEO at Bluebird Recruitment



## Creating a structured adoption strategy

A series of webinars were held across different time zones, not only to guide employees on how to navigate LinkedIn Learning effectively but also to equip managers with the skills to curate relevant learning paths for their teams. With over 650 employees attending, the strong demand for skills development was clear.

Bluebird adopted a structured approach centered around course content. The L&D team worked closely with managers to curate content tailored to their teams' needs, ensuring a more targeted and meaningful learning experience. Hence, it collaborated with department managers to identify essential skills, competencies, and tools for their teams. As a result, 180 curated course collections were created before launch, each designed to meet specific departmental needs.

To further integrate LinkedIn Learning into daily workflows, Bluebird embedded the platform into performance discussions. During the 2024 appraisals, all managers were asked to assign at least two LinkedIn Learning courses to their employees, reinforcing the importance of continuous learning and driving adoption. This strategy, combined with a well-organized content structure, ensures employees are presented with relevant learning opportunities as soon as they log in.

## Positively impacting employee satisfaction with the successful integration of LinkedIn Learning

Employee engagement and awareness were critical to the success of the rollout. To maintain engagement, Bluebird launches a bi-weekly recommendation campaign, aligning course suggestions with key company events such as appraisals, organisational changes, and soft skill development.

Now, more than 18 months since the company-wide adoption of LinkedIn Learning and the platform has become an integral part of Bluebird's organisation. For example, Bluebird has successfully integrated LinkedIn Learning into compliance training, information security programmes, and leadership development. In addition, Bluebird has conducted a management training programme through the platform, targeting new, middle, and senior managers, an initiative that received positive feedback.

*We placed LinkedIn at the core of our business strategy. We knew it would play a huge role in our future.”*



**Lauren du Toit**

Head of Strategic Partnerships and Operations at Bluebird Recruitment