

How REED drew candidates to its training program.

SUCCESS STORY

The largest family-owned recruitment company in the world, **REED**'s vision is to deliver the best recruitment experience anywhere. To find consultants for expanding teams, REED wanted to recruit graduates to its training program. LinkedIn Sponsored Content and Pipeline Builder helped the firm reach, engage, and hire candidates in its target audience.

+42% +190%

Increase in candidate engagement

Growth in hires via LinkedIn

New hires in 9 months





THE CHALLENGE

Attracting niche candidates

To build its consulting team, REED wanted to attract graduates to its three-year industry-leading program, the REED Graduate Training Scheme. So the company sought to create a strategy to promote its employer brand to engage the right candidates.

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THE SOLUTION

Targeting candidates with content

To highlight its employer brand and build awareness among graduates, REED used intelligent targeting with **Sponsored Content** to promote jobs that include graduate training. **Pipeline Builder** made it easy for interested candidates to register. Meanwhile, targeted ads drove traffic to the REED LinkedIn Company Page, which provided information specifically for graduates and encouraged them to apply. REED recruiters then reached out to interested candidates from the leads generated.



We achieved success by using LinkedIn to consistently communicate the benefits of REED as an employer, get messages to the most relevant people, and giving them an easy path to show their interest.



Ian Nicholas
Chief HR Officer
REED

Learn more