

Charlton Morris.

How Charlton
Morris is building
community
in a time of
uncertainty

The Ambition

With the Covid-19 pandemic impacting candidates and clients globally, Charlton Morris wanted to use their existing content strategy to engage their digital community.

The end goal was to provide value during an uncertain time in order to build relationships for the long term.



The Solution

Charlton Morris followed four best practices to help achieve their objectives and drive positive impact to their business:

1. Build on strong foundations
2. Segment your content strategy to ensure hyper relevance
3. Find new ways to engage with target audiences with LinkedIn Polls
4. Targeted content distribution via LinkedIn

“

Since the business started in 2013, we've always taken a very LinkedIn-first approach with everything we do. We've benefited from the strong community that we've built on LinkedIn and it has won us a significant amount of business.”



Kris Holland
 Director of Marketing and Communications
 Charlton Morris

The Results



Strong following and high levels of engagement

- 220K followers on LinkedIn
- 4000 + votes in LinkedIn polls over lockdown
- 35% InMail response rate as a knock-on effect from content strategy and consultants reaching out to a warmed-up talent pool



New business influenced by marketing

- 25% of vacancies added with new clients in lockdown came from a marketing-led approach



Increase in retained business

- Increase in overall retained business, rising to 80%, since kicking off their content strategy

The Effects of COVID-19 on the Ventilation Market



By Rebecca Rowlands

Diabetes & Critical Care Medical Devices



Charlton Morris
 211,379 followers
 2mo •

We're continuing to ask questions about how you like to work.

This week, it's all about your work schedule. What sort of schedule v ...see more

When it comes to your work schedule, what would you prefer?
 The author can see how you vote. [Learn more](#)

| | |
|-------------------------------|-----|
| A 4 day week | 37% |
| Flexible start/finish times | 30% |
| Choose your own work schedule | 23% |
| Traditional 5 day week | 10% |

1,290 votes • Poll closed