



## How Continu Professionals used LinkedIn to change its recruitment processes and position itself as a recruiter of choice

### SUCCESS STORY

Talent professionals know how important it is to keep one eye on the latest recruitment trends. Just one small change can impact heavily on the recruitment process. Being adaptable, open and flexible to change is key. It's an important skill to have and one that stands both recruiters and candidates in good stead.

Continu Professionals is a job placement agency. With headquarters in the Netherlands, the agency supports professionals across the Netherlands, Belgium and Germany, and helps them to find the best career opportunities.

For 25 years, Continu Professionals has specialised in construction, industry, logistics and the public sector, contributing to the growth of professionals by developing candidates and helping them to realise their goals.

So, when Continu Professionals identified changes within the recruitment marketplace, it knew that it had to make changes to its processes too.



## THE CHALLENGE

### Time for a change

Liza Hanselaar, content marketer at Continu Professionals, explained: "Due to a changing market we received fewer applications, therefore we had to change our marketing strategy.

Instead of a reactive approach, we changed tactics to a more proactive one. LinkedIn provided the best opportunity to do this."

## THE RESULTS



### Staggering rise in website traffic

Traffic to the company's job page experienced 158 per cent year on year increase. Conversions have increased also from 70 per cent to 89 per cent.



### Many new LinkedIn followers

In just one year, the company has seen followers to its company page on LinkedIn grow by 6,000.



### Positioned as a leading recruiter

The company profile page on LinkedIn has helped to position Continu Professionals as a leading recruiter, putting it at the forefront of professionals' minds.

“

Since we started working with LinkedIn, I've learned a lot about advertising on this channel. This allows us to use our budget more wisely to reach the right target group.”



Liza Hanselaar  
Content Marketer at  
Continu Professionals

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## THE SOLUTION

### Key tool within the business

Continu Professionals entered into a partnership with LinkedIn, using the platform's Recruiter function to reduce hiring time, engage with talent and share candidate profiles within the business. Liza continued: "At first, our collaboration with LinkedIn was more sporadic. For example, we'd occasionally allocate advertising budget to a campaign. Now, the collaboration is more intense, and we have access to a campaign manager, customer success manager and account manager.

"In fact, over the last two years, we have worked together extensively, using the platform's Dynamic Ads and Job Slots functions. This gives us unrivalled access to the LinkedIn network and positions Continu Professionals as a recruiter of choice."

According to Liza, LinkedIn is a key tool within the business. The platform's Recruiter seats and Job Slots have transformed Continu Professionals' recruitment process enormously. Therefore, LinkedIn now has a prominent role within the business' recruitment function.

Liza continued: "We also see LinkedIn as our main social media channel, both organic and paid. LinkedIn is a very important tool for us. About 50 per cent of our social referrals come directly from LinkedIn."

### Making a difference to professionals and employers

Working with LinkedIn has increased Continu Professionals' visibility. For example, in just one year, the company has seen its followers grow significantly, with 6,000 more followers now following its activity on the business' company page on LinkedIn.

Furthermore, website visitors have increased too. In 2020, web traffic increased by more than 20 per cent and the company's job page experienced a staggering rise in traffic; 158 per cent in comparison with 2019. Conversions have increased also from 70 per cent in 2019 to 89 per cent in 2020.

Liza added: "Our company profile page on LinkedIn has helped to position Continu Professionals as a leading recruiter, putting us at the forefront of professionals' minds.

"It is our role to help the best professionals find the best positions, helping applicants to grow and businesses to flourish because of an influx of great skills. By working with LinkedIn, our ability to find the best professionals has increased. We have been able to target the right groups of people and make a difference to the lives of talented individuals and their employers.

"LinkedIn has been a true partner and we look forward to achieving more positive results in the future."

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“

LinkedIn is a business platform with many possibilities to inform, reach and bind the labour market to our employer brand. With smart tooling and insights, LinkedIn has helped Continu Professionals to increase our talent brand.”



Margot Vogels  
Brand Manager at  
Continu Professionals

“

The co-operation with LinkedIn runs very well due to the right guidance and necessary adjustments, so that the results amaze me in a positive way every time.”



Ramses Peppinck  
Chief Commercial Officer at  
Continu Professionals

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