



# How Cooper Fitch retains top people.

## SUCCESS STORY

When **Cooper Fitch** CEO and founder Trefor Murphy sought to rebrand the firm, his two biggest challenges were ensuring the brand was recognized and accepted in the highly competitive recruitment market, and attracting and retaining top-tier consultants. For Cooper Fitch, LinkedIn proved crucial to building strong brand recognition and sourcing and recruiting new team members.



### Employee and revenue growth

The company nearly doubled in revenue and headcount.



### Growth in company followers

In just under two years, Cooper Fitch's LinkedIn page acquired nearly 75,000 followers and now stands at 100,000+.



### High employee retention rate

Finding the right fit has helped the company retain approximately 90% of its employees.



## THE CHALLENGE

# Building an employer brand

As a new firm in a highly competitive market, Cooper Fitch needed to build a brand that could attract—and retain—a solid team of consultants. Employee retention is particularly important because in the geographic regions the company operates, when consultants switch companies, clients typically follow.

## THE SOLUTION

# Quality employees attract, and keep, clients

The company invests a lot of time understanding client needs to tailor solutions and build strength and consistency in client relationships.

**LinkedIn Recruiter** helps the company source and recruit the right people—people who align with the company culture and can help attract and build long-lasting relationships with clients. Cooper Fitch also uses **LinkedIn Career Pages** to build brand recognition. Fresh, well-written, and regularly-posted content helps the company expand its brand's reach both locally and internationally.



90% of our new candidates come from LinkedIn—it gives us continuous access to fresh, high-quality talent in the region. I attribute much of our success to this tool—it allowed us to support and source talent while doubling our revenues.



**Trefor Murphy**

CEO  
Cooper Fitch

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