



Mix Talent builds brand awareness, generates pipeline and becomes a trusted advisor

SUCCESS STORY

Mix is a biotech and healthcare-focused talent acquisition firm based out of Columbus, Ohio. Established in 2018, the firm's first task was to build their brand awareness to attract leading talent and source clients. As the business and client roster grew, Mix further developed their industry and market research efforts to stand out from their competition and become a trusted advisor to their customers.



Build Brand Awareness

By quickly developing their digital presence, Mix Talent grew from 6 to 60 employees in 24 months.



Generate Pipeline

As the firm expanded, Mix successfully acquired additional customers through proactive outreach and engagement.



Become a Trusted Advisor

Armed with unique, industry and market data, Mix Talent is able to offer their clients real-time information to secure needed talent quickly



THE CHALLENGE

Rapid company and client growth

With over 20 years of experience in talent acquisition, the Founders of Mix Talent knew a strong, digital presence was critical to their company's success. In addition to securing more customers and sourcing top talent for their needs, Mix set out to attract candidates to their own organization as the company expanded.

THE SOLUTION

Branding, outreach and data

Mix Talent was able to quickly develop their brand and source customers with the help of LinkedIn. Their first step was to build and curate content for their LinkedIn Career Page, where they posted industry insights and company news to attract followers. Mix used LinkedIn Recruiter to proactively engage with promising candidates. They also leveraged sponsored updates and job posts to expand their reach to prospective employees and customers alike. In two years, they grew from 6 to 60 employees and experienced a 10x following of their page.

Mix Talent also uses LinkedIn Talent Insights to understand the market landscape and create data-driven sourcing strategies for their customers. This real-time information not only allows Mix Talent to set accurate, hiring expectations with their customers, but helps save their team an average of 30 days from manual market research methods.

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We couldn't have grown at the speed we have without LinkedIn.



K.C. McAllister

Head of Strategy
Mix Talent