



Resource Solutions
build brand
awareness and
increase internal
hires using
Sponsored Content

The Ambition

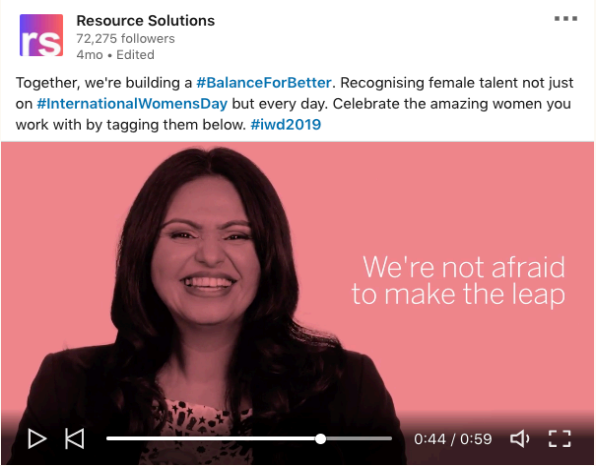
Resource Solutions needed a way to reach more diverse recruitment professionals to increase the number of female candidates in the recruitment process and raise the profile of the industry.



The Solution

Resource Solutions created #BalanceForBetter, an always-on content campaign themed around diversity in recruitment. Using Sponsored Content on LinkedIn they could accurately target this content to their ideal audience and achieve their campaign objectives.

Creative examples



The campaign combined strong content with a timely theme and by using LinkedIn Sponsored Content we were able to ensure the message was highly targeted.



Adam Shay
Global Marketing Director
Resource Solutions

The Results



Influenced hires



Impressions



Members engaged with the campaign



Increase in female followers