



RUSSELLTOBIN

Russell Tobin takes a personalized approach to recruiting.

SUCCESS STORY

New York-based **Russell Tobin** has—in just a few short years—become a trusted, go-to leader in the staffing world. At the heart of Russell Tobin's success is a commitment to optimize every client or candidate interaction. LinkedIn Talent Solutions empowers them to do that at scale.



Pipeline growth

Posting regular LinkedIn Sponsored Content helps recruiters build and maintain relationships with talent.



Higher response rates

Recruiters using InMail enjoy higher response rates than either cold calling or email can deliver.



Better informed candidates and clients

Search Insights in LinkedIn Recruiter summarize talent market data to help recruiters educate candidates and clients about the realities of any given talent pool.



THE CHALLENGE

Personalizing at scale

Russell Tobin is grounded in the belief that every relationship has the potential to add value. Leadership knew that to build long-term relationships with top candidates they needed to provide a level of personalization that few staffing agencies are equipped to deliver.

THE SOLUTION

Consistent high-quality touchpoints

Russell Tobin crafted a new approach to the highly competitive recruiting industry using LinkedIn Talent Solutions. Recruiters engage candidates and clients with relevant content using **Sponsored Content**, making it easier to build a candidate pipeline and maintain relationships. LinkedIn InMail makes it easy to reach out to candidates directly with a personalized message. And recruiters can visualize, analyze, and interpret talent pool data within any given industry using Search Insights in **LinkedIn Recruiter** to help them guide both candidates and clients.

[Learn more](#)

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LinkedIn allows us to focus on making the most of every interaction—to focus on what matters to each candidate. LinkedIn isn't just our lighthouse. It's our Fresnel lens.



Leo Russell

Co-Founder
Russell Tobin