

STATE of MATTER

Size: 50 employees

Industry: Management Consultancy

Description: A full-service management consultancy solving complex business and technology challenges

for the public and private sector.

A Consultative Approach to Recruitment

State of Matter builds a brand through LinkedIn Talent Solutions

Consultancies live or die by the quality of people they bring into the business. But how does a start up compete with established players when it comes to attracting the best talent? State of Matter has only been trading since late 2015, but in 24 months, this start up has become a grown up, attracting 50 staff and winning large contracts along the way.

In an industry where brand is everything, State of Matter had to get their name out there to reach the kind of employees who would help them grow. But they were up against brands with big names and big budgets.

Director of People and Talent, Nick Flynn was under no illusions as to the size of his task: "I needed to start attracting the right type of people right from the get-go, so getting LinkedIn Talent Solutions was a no brainer."

In fact, it was one of the first purchases State of Matter made.





"The focus for us was about creating a really strong brand and LinkedIn gave us the platform to be able to get that out to the market"

Nick Flynn,Director of People and Talent, State of Matter



Highlights

- State of Matter uses LinkedIn Talent Solutions to build brand engagement with talent across Australia.
- Year-on-Year increase in followers of 1,469.
- 16 impacted hires.

Lessons learned

- "LinkedIn gave us the platform to take our brand to the market."
- 7 "It's cost effective. Our senior people recognise the value it brings us."
- The team at LinkedIn have been with me every step of the way to guide me and set me up for success."

Results



75% of hires through LinkedIn Talent Solutions.



200 consultant leads through 'Canberra campaign'.



2,755 followers.

Reaching your audience, wherever it may be

State of Matter's plan was clear from the start. Growth.

Having invested heavily in branding to differentiate itself in the marketplace, State of Matter needed a platform to communicate with its target audience quickly. So it turned to LinkedIn Talent Solutions early on.

Flynn says the platform helped amplify the brand to a rich pool of talent: "It gave us the ability to connect with passive and active job seekers. We could also engage with candidates who weren't actually looking for a job but who were a good fit for the business. They could see what we were about and understand the human side."

"By working with LinkedIn to develop our life pages, we're approaching 3,000 followers. The jobs page is invaluable. It's easy to calculate your ROI."

And given State of Matter managed to recruit both its Sales Director and the Practice Director for Advisory and Project Delivery Services through the platform, it's easy to see why that ROI report makes favourable reading.

"We wouldn't have found those guys without it," admits Flynn. A further six hires have followed with a wealth of talent earmarked for future projects. A trial lead capture campaign to find consultants in Canberra was so successful it's being rolled out across other cities including Sydney, Melbourne and Adelaide. It's already created a database of 200 candidate leads.

"I think it's a sales tool for the business as well," says Flynn. "When our clients come to our company page, they can see the investment we're making in our people. It sends a clear message as to what we're about."



And if you're imagining a dedicated team of millennials at State of Matter constantly posting updates, think again. Flynn drives the whole programme from his desk: "I set up and maintain our LinkedIn presence."

At the rate State of Matter is growing, it may not be long before Nick Flynn is looking to grow the people and talent department.

"Two of the most senior hires in the business came through LinkedIn Talent Solutions. We wouldn't have found these people otherwise."

Nick Flynn,

Director of People and Talent, State of Matter

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