



Pettit Pharma & Device Search

Size: Boutique (1-10 employees)

Industry: A medical device, healthcare and pharmaceutical recruitment agency

Description: A specialised recruitment service to the pharmaceutical, medical device and healthcare industries and their professionals

## Building brand presence to become trusted advisors

Pettit Pharma & Device Search uses LinkedIn Talent Solutions to help them build followers, find candidates and attract clients

Recruitment agency Pettit Pharma & Device Search specialises in the recruitment of roles for the medical device, healthcare and pharmaceutical industries.

Being small means they're nimble. It also means offering a niche service. The downside is a lack of marketing resources. Pettit doesn't have the team or capacity of a major recruitment firm. Yet, building their brand, targeting the right candidates and attracting clients is absolutely vital.

The solution? The network with over 500 million professionals worldwide: LinkedIn.

Using a combination of LinkedIn Recruiter, Career Pages and sponsored ads, Pettit has grown their followers from just 200 to more than 4,000. Their recruitment campaigns have attracted 128,823 impressions - performing at four times the industry average. And their clients now recognise them as an industry expert.

Elizabeth Pettit, the company's founder, says LinkedIn is a crucial part of how they find and place the best talent, and market their brand. "As a business tool, it's absolutely necessary. We use it every day."

*"It's a really great tool to build your personal and company brand. You'll fall behind if you don't have that presence."*



**Elizabeth Pettit,**  
Director, Pettit Pharma & Device Search



### Highlights



Targeted specific people across the Pharma and Medical Device industries through filtering by skills and location.



Built their followers - their prospective pool of candidates - from just 200 to 4,000 in two years



Receive an average of 23 applications per job, providing their clients with a wider choice of candidates

FOLLOWER GROWTH OF

**48%**  
YEAR ON YEAR

**75%**  
TALENT BRAND INDEX

## Lessons learned

- 1 "I would say - as a recruiter moving into 2018 and beyond - that if you're not embracing social and technology, then you're falling behind".
- 2 "The process [of harnessing LinkedIn] didn't take long - it was easy to do. It happens pretty quickly."
- 3 "The team are very aware of their social media profiles. They know it's important for their own personal brand. Clients see us as an industry expert."



## Results



128,823 impressions - outperforming the industry average 4x



Grew followers from 200 to 4,000 in two years



Now seen as a trusted advisor

## Making LinkedIn Talent Solutions work harder for niche recruitment firm

Elizabeth Pettit recognises the power of LinkedIn.

"I would say - as a recruiter moving into 2018 and beyond - that if you're not embracing social and technology, then you're falling behind." she says. "It's how people exchange ideas, and network. It's a really great tool to build your personal and company brand. You'll fall behind if you don't have that presence."

It was a different story just a few years ago. "We had LinkedIn Recruiter, but it was just used on an ad hoc basis. No-one really drove it. The difference between then and now is extraordinary, although, we have really worked hard with LinkedIn to create this. It was seamless."

First, Pettit Pharma and Device re-engaged with LinkedIn Recruiter: a solution that lets you find the right candidates faster - with more search filters and access beyond your own personal connections.

Then, they enhanced their company page with Career Pages, showcasing the company culture and the team. "It's different to a company page - lets them get to know us a little as well." Elizabeth says.

The next step was sponsored ads: "We paid to send ads out to particular audiences, defined by skills, location and industry. We wanted to target specific people across the pharma and medical device industries."

Getting it up and running was easy. "Our LinkedIn account manager got us into the LinkedIn office for training. It was all pretty seamless."

A key has been to get the entire team at Pettit to play their part. "The team are very aware of their social media profiles," Elizabeth says. "They know it's important for their own professional brand. Clients see us as an industry expert."

To build on their success, Pettit Pharma & Device employed a social media manager to work with them every day to post articles to the company page and employees LinkedIn pages. "We use LinkedIn every day - and we've certainly placed candidates."

Elizabeth says their strategy is to post articles, industry news and helpful tips - such as résumé writing and interview techniques: "We post content about our industry, from all over the world - the Wall Street Journal, New York Times in the US for example. It's a growing and changing industry, and things are happening every day".

And the future? "We're going to keep doing what we are doing, however, with the hope to do it even better. More sponsored ads, improve our careers page. The team and I are now even publishing articles."

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