

# Ashdown Consulting Case Study

## A Headhunter's Dream



**ASHDOWN**  
CONSULTING

*“LinkedIn is 24/7 and you can have conversations from anywhere, anytime. It’s just so accessible and it’s fast unlike some other database programs. I think it’s amazing”.*

Stephen Grace  
Director, Ashdown Consulting

Ashdown Consulting is a specialised Talent Management Consultancy offering a range of customised recruitment solutions to its clients. Being a boutique recruiter, one of Ashdown Consulting’s core services is headhunting but in the past this had been a very time-consuming process. “The days of job boards and databases are coming to an end”, says Ashdown Consulting Director, Stephen Grace. He explains, “Traditional job boards simply do not deliver high quality candidates and people are moving roles more often, making traditional databases ineffective as it’s simply impossible to keep them current. LinkedIn has really changed that”.

### Objectives:

- Access an accurate and up-to-date database
- Simplify and enhance the headhunting process
- Make exclusive contact with high-quality candidates

### Solution:

- LinkedIn Recruiter Professional Services
- Highly targeted and well-executed InMail

### Why use LinkedIn?

- Extensive member details
- Frequently updated profiles
- The only social media channel used solely for business
- Rapidly growing

### Results:

- 7 out of 10 roles filled through LinkedIn
- Reduced advertising spend
- Significantly lower cost per hire
- Increased opportunities to recruit for specialised roles
- Expanding recruiting to a global scale

*“I can’t tell you how good LinkedIn is. It should pave the way for how every recruiter works. LinkedIn has created a similar shift to when we moved from paper to online”.*

Stephen Grace - Director, Ashdown Consulting

### First Stop - LinkedIn

From a search perspective and as a key strategy to raise the company’s profile, Ashdown Consulting recognised the growing importance of social media. Ashdown Consulting Director, Stephen Grace says, “More candidates and clients alike live their lives online and we needed to be seen online to continue to be effective”. Along with Twitter posts and a regularly updated blog, LinkedIn Recruiter Professional Services has launched Ashdown Consulting into the digital space and it is increasingly being relied upon as a type of CRM or RPS system for the team, as Stephen explains, “The first step we take is to go on LinkedIn. All our consultants can manage and share in-depth searches quickly and effectively. We go to LinkedIn even before we go to our own files”.

### A More Than Happy Medium

For Ashdown Consulting, LinkedIn was the obvious choice. “All the details we need are there, it’s accurate and it’s updated regularly by the users themselves”, says Stephen. The specific details added by members make for a much easier conversation between Ashdown Consulting and potential candidates, and the InMail can be highly targeted to them. As LinkedIn grows, so does the list of potential recruits and Stephen is glad to have an expanding database - especially as all the members on LinkedIn use it exclusively for business purposes and they are all easy to engage. Stephen says, “There’s something about LinkedIn – people seem more willing to act, at all hours of the day, and they’re more open when they do. It’s very acceptable to people”.

### Crossing Borders With Ease

LinkedIn has become a very effective aspect of Ashdown Consulting’s headhunting process. With so many recruitment opportunities available on a global scale, LinkedIn has enabled Ashdown Consulting to venture into labour markets and specialist areas, previously not touched upon, due to the market knowledge required. Stephen explains, “We have filled international roles in countries such as Korea and India. We use the same listing but just change the country code and it’s done.” As well as being able to access high-calibre pools of talent directly, the consultancy has gained many referrals to 2nd and 3rd degree connections of members, adding to their fill rate. Stephen remarks, “Our advertising spend has gone down and we now fill around 7 out of 10 roles through LinkedIn-which is huge.”

### LinkedIn Recruiting Solutions

<http://talent.linkedin.com>