

Case Study

Beachbody, LLC



Highlights

- Reduced third-party recruiting and job board spend by finding 25 percent of hires via LinkedIn.
- Scaled recruiting to match product growth and increased the candidate pool for many positions.
- Enhanced messaging and built interest among the qualified passive talent pool.
- Built a robust pipeline of passive talent that can match future company expansion.

Company Profile

Founded in 1998 and based in Santa Monica, California, Beachbody® is the creator of a number of popular in-home fitness and weight-loss solutions, including P90X®. Its programs combine challenging DVD-based workouts with easy-to-follow diet guidelines, nutritional supplements and an innovative customer service and peer-support system. The corporate mission is to help people achieve their goals and enjoy healthy, fulfilling lives.

Business Challenge — Establishing a Formalized Recruitment Process and Gaining Brand Recognition

To meet the increased demand for its new and existing products, Beachbody needed to quickly scale its hiring efforts and fill its talent pipeline. The company relied heavily upon job board postings and third-party agencies, often with lackluster results, as they were not enough to attract qualified candidates.

Although Beachbody was a well-known, multimillion-dollar consumer products business, from a talent acquisition perspective, it still had very little brand recognition. Beachbody needed to find a way to attract more qualified candidates and build better brand awareness through consistent talent acquisition efforts.

Building an Efficient Talent Acquisition Pipeline

As the business continued to grow, Beachbody hired Maureen Frontino as its senior manager of talent acquisition and Gina Villavicencio as its senior director, people services. An experienced talent acquisition professional, Maureen knew the power of LinkedIn and had used it previously with much success.

She began by recommending the concept of LinkedIn to key executives, and Gina integrated LinkedIn Recruiter into the technical talent acquisition team's workflow. Maureen also wanted to harness the effectiveness of social networking by having all of the members of the company build LinkedIn profiles and connect to other contacts in the market. Though some employees initially hesitated since they were unfamiliar with the network, Maureen led them through joining LinkedIn one by one to see the benefits for themselves. With its expanded presence on LinkedIn, candidates could effectively research Beachbody and its current employees.

“We now post any hard-to-fill, niche positions on LinkedIn’s Jobs Network because of the success we’ve had finding candidates. It’s really simple.”

Maureen Frontino, Senior Manager of Talent Acquisition, Beachbody

Armed with LinkedIn Recruiter and Jobs Network, the entire talent acquisition team, which had tripled in size, began to build a robust pipeline of qualified passive talent. LinkedIn Recruiter gave Beachbody’s team broader access to LinkedIn members and enabled them to find candidates that met their exact job qualifications.

Recruiter helped to synchronize the team’s recruiting activities, allowing them to share candidate folders, profiles and notes and enabling Beachbody to develop a transparent talent identification cycle. Unlike job boards, the size of the LinkedIn community gave Beachbody the opportunity to build brand awareness on a grander scale. Through a LinkedIn Career Page, Beachbody exhibits a public brand presence that reflects its core values, core purpose and new company name.

Reducing Hiring Spend

Beachbody continues to grow rapidly, thanks to the hard work of Maureen, the talent acquisition team and the power of LinkedIn Talent Solutions. The company has had great success using LinkedIn, actively hiring 8 to 12 new employees each week, with approximately 25 percent of those hires sourced through LinkedIn.

“We now post any hard-to-fill, niche positions on LinkedIn’s Jobs Network because of the success we’ve had finding great candidates,” Maureen explained. “It’s really simple.”

LinkedIn’s platform has given the team a powerful recruiting tool and an exciting new brand presence. As a result, Beachbody has reduced its spend on expensive third-party staffing agencies and redirected resources toward improving the candidate experience.

“Given the success we’ve had with LinkedIn, we will continue to further our investment because LinkedIn is a strategic system and not just another job board,” Gina said.

Through LinkedIn, Beachbody has been able to find and engage top talent and market the company.

LinkedIn User Tips

- Build an appealing company profile page on LinkedIn.
- Prove the value of LinkedIn within your organization by getting every employee to create a profile.
- Leverage LinkedIn as a platform to rethink your whole brand strategy.