

Network 20 Case Study

Prospering from a pivotal
business platform



“In the last 9 months, 100% of the candidates I've found for positions I've either contacted directly through LinkedIn or they've been referred by those LinkedIn members.”

Graeme Smith
Director, Network 20

Network 20 specialises in the recruitment of the IT Development market's top 20%, pairing high-level candidates with top companies who need to consistently connect with this talent pool. The Director of Network 20, Graeme Smith, says this market is becoming increasingly complex and that “Network 20 compliments an internal recruitment or HR team and can be relied upon to fill those roles where you really do need to know what you're doing, where to look and how to represent the benefits of working with that company”.

Objectives:

- Access high-calibre human resources
- Simplify the candidate selection process
- Engage passive job seekers

Solution:

- Implement LinkedIn Recruiter

Why use LinkedIn?

- Accurately identify relevant skill sets and experience
- Easily connect with talent pool
- Highly cost-effective

Results:

- 100% of roles filled using LinkedIn
- Thousands saved on alternative advertising channels
- Very accurate and successful job matching

“The amount of time I used to spend trawling through data doesn't make sense anymore. Now I only end up with people that are suitable for the role.”

Graeme Smith - Director, Network 20

Revolutionising Recruitment

The Network 20 director has seen a huge shift in the role of recruitment companies in recent years saying, “Gone are the days of picking up a role, posting an advertisement on Seek and then praying that overnight your inbox will be filled with gems, ready and willing to take the role”. With a network of 9,000 1st degree connections, Graeme now has a global reach of over 19 million through introductions and over 150 million contacts available through InMail.

LinkedIn Recruiter is the Core Business Generator

Network 20 is proud to have used LinkedIn exclusively to engage potential candidates without relying on any traditional advertising such as Seek, JobServe or CareerOne. Using the LinkedIn Recruiter Package Graeme says, “80% of my day is spent on LinkedIn”. Network 20 begins the search process with a wide search and the most eligible 50 are soon put onto a clipboard. InMail is then sent to the best and most suitable possibilities. Usually, each search results in 2-3 strong and willing candidates and Graeme explains, “The results are very accurate because you've approached them.”

The Only Way Forward

To date, 100% of candidates placed by Network 20 have been generated through LinkedIn. Graeme has experienced further unanticipated benefits saying, “The candidates you speak to are not that active and tentatively looking, so the beauty of LinkedIn is that you get the candidates exclusively which in turn results in a far higher acceptance rate in favour of my clients”. With a database full of only those people they've specifically targeted, and who are in the top 20%, Network 20 have solidified a niche in the market and with LinkedIn's continuing technological developments, their job is only becoming simpler, more efficient and more successful.

LinkedIn Recruiting Solutions

<http://talent.linkedin.com>