

## Case Study

### ON24, Inc.



#### Highlights

- Massively expanded a difficult-to-access talent pool.
- Boosted job slots from 2 to 11 to scale with accelerated growth.
- Reduced time-to-hire by 30 percent.
- Cut overall recruiting costs by more than 50 percent.
- Now finds 85 percent of new hires through LinkedIn and referrals.

#### Company Profile

ON24 provides a full range of innovative application solutions for conferences and events, product launches, professional development, internal communications and executive announcements. Headquartered in San Francisco, CA, ON24 has a staff of approximately 250 employees in offices throughout the world, including New York; Charlotte, NC; London and Singapore.

#### Business Challenge — Keeping Pace with Growth While Maintaining Hiring Quality

For emerging technology companies like ON24, finding the right talent in a limited pool of experienced candidates is a big challenge, especially when most of these candidates are in high demand and not actively seeking work. To keep pace with rapid growth, ON24's small team of recruiters was forced to juggle as many as 20 requisitions at a time. Recruiters were also saddled with an inconsistent hiring process and erratic recruitment messaging — distracting potential candidates from seeing the true innovation of the company and gaining interest.

"Our hiring process was more reactive to candidates who were applying to ON24 versus a targeted outbound recruiting campaign," said ON24 Staffing Consultant Lynn Butler. "Our CEO challenged us to hire top talent with relevant experience and to provide them with a very polished and professional experience in a short period of time. Delayed hiring in sales translates into missed revenue opportunities. Delayed hiring in client delivery and engineering directly impacts customer delivery schedules and product release dates. There is a direct and relevant business imperative connected to our hiring results." To continue growing, ON24 needed to onboard talent quickly without sacrificing quality.

#### Finding Impact Players via LinkedIn

Avid LinkedIn users, Lynn Butler and her teammate, ON24 Staffing Consultant Melissa Finder, were so confident in LinkedIn's Recruiting Solutions that they boldly told ON24 executives, "If we commit to do this, LinkedIn will be a core member of our team." So, with LinkedIn at the heart of its strategy, ON24 began a recruitment overhaul.

The company began by tripling the number of recruiters equipped with LinkedIn Recruiter licenses to identify the most highly qualified passive candidates.

*“Anybody who’s anybody in technology has a LinkedIn profile. They aren’t anywhere else. This recruiting tool was our game changer.”*

Lynn Butler, Staffing Consultant, ON24, Inc.

LinkedIn enabled ON24 to hire impact players who were not in the active candidate pool of skilled technology industry workers. “Anybody who’s anybody in technology has a LinkedIn profile,” Lynn said. “They aren’t anywhere else.”

With many more positions to fill and an expected steep ramp in growth, ON24 boosted its number of job slots from 2 to 11 and expanded its brand presence on LinkedIn. Through this sweeping approach, ON24 was able to directly communicate its market value to passive candidates and explain how they could contribute to ON24 as a growing industry leader.

“We sought out and engaged top talent with the ON24 story,” Lynn said. “ON24 has an amazing story to tell, and we are now bringing in talent who are able to hit the ground running.” Instead of sorting through applicants who are simply looking for a job, LinkedIn enabled ON24 to recruit talent excited about the company.

## Changing the Recruiting Game with LinkedIn

LinkedIn Recruiter enabled ON24 to use the power of social media to find the most suitable talent for each position, engage almost any LinkedIn member and understand their background before ever making contact. The company needed to increase its sales and client delivery services workforce by nearly 20 percent in just four months; despite these odds, the results were extraordinary.

“We were able to do it because of our knowledge of the industry...and LinkedIn Recruiter,” Lynn said. “No other combination comes close to the level of results and overall effectiveness. This recruiting tool was our game changer.”

While Lynn’s focus was recruiting sales and marketing talent, Melissa focused on finding client delivery and engineering talent.

Melissa points out that “client delivery and engineering talent represent ON24 directly to the customer and have some of the most defined, rigorous skill set requirements in the company.”

“Proactively targeting potential candidates would be impossible without the search and identification tools provided by LinkedIn,” Melissa said. “Locating individuals with relevant experience who are not among ON24’s vast customer base is particularly challenging, and LinkedIn provides an ideal platform to isolate skills and employment history.”

LinkedIn has had a dramatic impact. Time-to-hire has dropped by 30 percent, and by eliminating search agency fees the cost of recruitment has also been reduced by more than 50 percent. Now, more than 85 percent of hires stem from the combination of internal LinkedIn-based recruitment and the “buzz” ON24 has created through LinkedIn’s user base and employee referrals. ON24 is quickly and efficiently building a strong talent pipeline with little turnover.

As ON24 looks to scale globally, it can use LinkedIn to reach international candidates who previously might have been inaccessible without a dedicated on-site international recruiter overseas. This will conserve valuable resources, enabling ON24 to find the right people at the right time with as little expense as possible. That’s the power of LinkedIn Recruiting Solutions.

## LinkedIn User Tips

- Engage your target and potential target candidate pool by using all forms of social media to create a buzz about your company and the talent you are seeking.
- Don’t wait for talent to find you. Go out and find the talent you need and get conversations started.
- Always use professional and consistent messaging, and provide a positive candidate experience, even when candidates are not hired.