

CASE STUDY

Blackbook Executive

Blackbook is a specialist recruitment consultancy, recruiting in the areas of engineering, supply chain and technical disciplines. Founded in 2011, this start-up needed to build its brand quickly, and effectively.

THE CHALLENGE

Build brand awareness for boutique start-up

Blackbook Executive is a boutique recruitment consultancy based in Melbourne, Victoria. Founded in 2011 by two highly-experienced recruitment professionals, it sources permanent and contract staff with engineering, supply chain and technical disciplines.

As a start-up, the two founding directors knew building brand awareness would be a challenge. Without a large marketing budget, they would struggle to attract either the clients they needed, or the candidates to fill the roles.

As Founding Director, Clinton Holmes, says: “We needed to compete quickly with larger recruitment firms in the market, amplify our brand to a broader audience, and build a targeted follower community.

The challenge was how to do that, in a way that was practical, affordable and scalable.”

“We work with very niche roles that are knowledge based. It’s very hard to recruit unless you’re fully immersed in the industries yourselves and know what to look for.”



Clinton Holmes,
Founding Director, Blackbook Executive

THE SOLUTION

Let consultants drive engagement

“We had LinkedIn Talent Solutions in our first month of operation and we were billing in our first month. Those candidates came from LinkedIn.”

Blackbook Executive took a disciplined approach, harnessing the power of an integrated LinkedIn branding solution.

First, they invested time in testing what messages would resonate with their target market. If people didn't engage, work out why, adjust the messaging and try again.

Next, individual consultants would post insights and thought-provoking content to their own network, which linked to the Blackbook Careers Page. If engagement was good, they then use a Sponsored Update to amplify the post to Blackbook's followers, and specific industry segments.

This drove traffic, increased the engagement score with followers, and grew connections for both consultants and Blackbook Executive.

“It just works on so many levels.” Clinton explains.

“We're testing out what works with our consultants, then being flexible enough to react quickly through LinkedIn Sponsored Updates and our Careers Page. LinkedIn also allows us to see what our competitors are doing, or not doing, and we use this during our strategic reviews.”

“Being a socially-engaged business relies on everyone in the company buying into the strategy. Everyone must be aligned with our strategy; and the strategy itself is fundamental to our success.”



Clinton Holmes,
Founding Director, Blackbook Executive

THE RESULTS

Expert positioning attracts quality clients and candidates

Blackbook has almost doubled in size in the last 12 months. Using LinkedIn to build their brand has helped attract the right people, and position them as the recruiter of choice in their market.

“Our Talent Brand Index is up from 72% to 77% – way above what LinkedIn requires for a company to be considered an Employer of choice.” Clinton says.

“We’re now seen as the lead recruitment agency brand in our chosen industries. This would have taken us years to achieve if we didn’t have LinkedIn to amplify our expertise at every opportunity.” comments Clinton.

Not only have the monthly job applications shot up from 93 to 547 – in just three months – but they’ve also increased their followers from 6,800 to 9,871 in five months.

Harnessing the power of LinkedIn has driven their content marketing score to 150, and their social selling index for October 2016 was 60.6. All of which is helping them to attract the attention of potential candidates and clients.

What’s next? “We’re now producing videos for each of our target practices.” confides Clinton. “We’re always thinking of new ways to stay ahead, and present our brand in unique ways. LinkedIn allows us to do that.”

“Since investing in LinkedIn Talent Solutions, the number of average monthly job applications has soared from 93 to 547 over the past three months.”



Clinton Holmes,
Founding Director, Blackbook Executive