

SOCIAL MEDIA MARKETING FOR RECRUITMENT SOLUTIONS COMPANY

| ABOUT OUR CLIENT ◀

Our client is a UK-based leading talent and workforce solutions service provider to Fortune 500 companies globally. The firm provides permanent, contractual, temporary, and outsourced.

| PROBLEM STATEMENT ◀

The client wanted to enhance their social media presence and establish themselves as a valuable brand.

| OBJECTIVE OF THE PROJECT UNDERTAKEN BY NETILLY ▶

Our objective was to position the client as a thought leader in the UK and European recruitment services industry as well to enhance their visibility on social media.

| STRATEGY AND APPROACH ▶

We followed a process-oriented approach by first baselining the social media presence of the company on relevant platforms.

This was followed by creation of the content approach and calendar.

Since video content gets more traction on social media so the weekly calendar included 2 video posts, 1 blog and 2 creatives/infographics. We also ensured that the post shared on the official LinkedIn page was shared through company management LinkedIn account as well so that it could reach a wider audience.

As the clients business fell under the B2B category and LinkedIn was the most relevant platform for them, so we focused on increasing the followers on LinkedIn.

As of 16 th June, 2019 client had social media presence on LinkedIn, Twitter, and Facebook with number of followers as mentioned below:

LinkedIn - 1219

Twitter - 1

Facebook - 17

With our consistent and timely daily posting, we were able to increase their followers organically across all platforms especially LinkedIn.

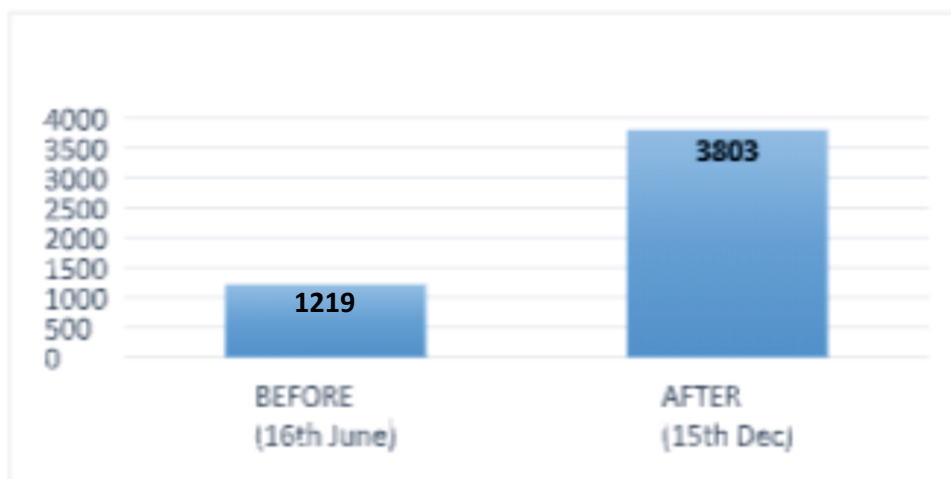
| KEY TACTICS ◀

Video posts made the major difference. Hence, we continued doing different kind of video posts such as leadership bytes (Director's message), template based or slideshow videos covering relevant topics.

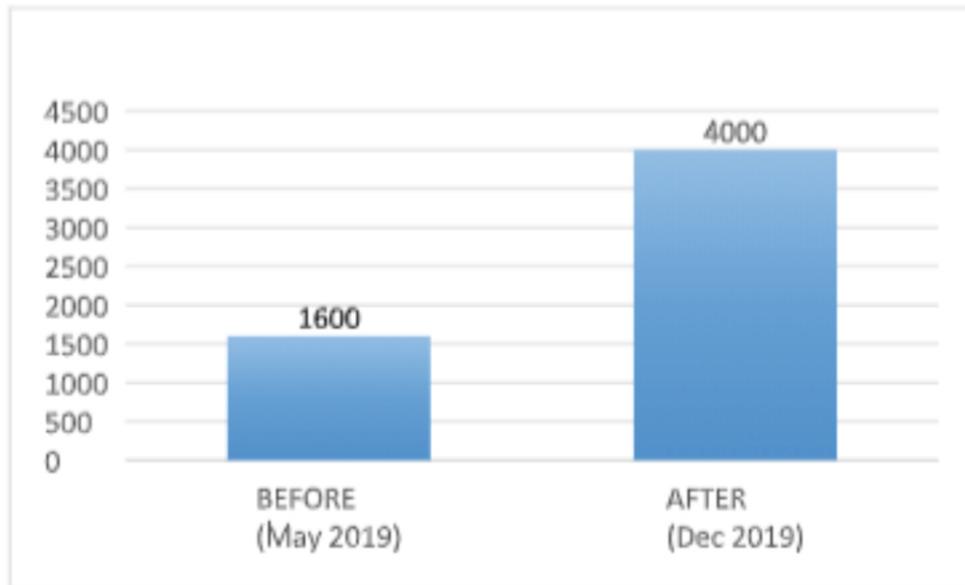
Videos created on Focus areas for TAG, benefits of hiring virtual employees and creative posts on Indian High Commission event & client's expansion plans coverage did well on LinkedIn.

| RESULTS ACHIEVED ◀

1. **Increase in Followers** - Our client's LinkedIn followers grew **more than three times from 1219 to 3803 during six months' period** primarily due to a major emphasis on video marketing.



2. Increase in Impressions - Impressions for Twitter posts on our clients' account increased enormously from around **1.6k impressions in a month to 4k in a month over six months' period.**



3. Increase in Engagement - With consistent posting over a period of six months, both the reach as well as engagement on social media platforms increased. One example shown below is for the Facebook account of the client, where engagement for a post on FB **increased five times from 9 to 46 during six months.**

