



CASE STUDY

33 Talent

- A talent acquisition & management services firm specialising in Big Data, Digital and Communications recruitment and executive search.
- A fast-growing boutique staffing agency with 20 members across Sydney, Singapore and London.
- 33 Talent grew its brand awareness and ability to find and attract niche talent by utilising LinkedIn's Recruiter License, Job Slots and Sponsored Updates. They also implemented a content marketing strategy to better connect with talent.
- Winner of multiple industry awards, including Best Media & Creative Recruitment Agency (RI Awards 2015); Best Newcomer (Asia Recruitment Awards 2015); and Coolest Workplace for Women (JobAdvisor Awards 2015).



The Challenge

The big data, digital and communications industry is booming. Across the globe, particularly in Asia Pacific, there is an amplified need for talent to fill jobs in this dynamic sector – including many niche roles that require a very specific skill set. Their clients approach them to find these hard-to-find talent.

The skills gap in this area is a challenge for any employer or recruiter. There is enormous competition for the best people, and finding the right talent in the first place can be difficult.

As a relatively young company, 33 Talent has been growing its footprint in the region. They needed to grow their brand awareness for clients, as well as adopt better ways to connect with niche active and passive talent across the industry.



“ *Our clients come to us because they have to fill roles that they haven’t been able to fill themselves. LinkedIn allows us to stay connected to relevant talent and find those very specific people for niche roles.*”



Rachel Mason
Marketing & Operations Manager

The **Solution**

To raise their brand profile and stand out to both clients and talent in the industry, 33 Talent began to use LinkedIn Talent Solutions, starting with the Recruiter License, Job Slots and Sponsored Updates. The company also began to implement a content marketing strategy following the advice of their LinkedIn Relationship Manager.

“We realised the importance of connecting with people frequently and authentically, and truly focused on how we target the people we are trying to engage. We wanted to draw people in who perhaps hadn’t heard of our company before, and then encourage them to learn more about us,” said Kathryn Woof, Managing Director – Asia & Co-founder at 33 Talent.

Beyond creating industry-specific content such as salary guides and hiring guides, and promoting them through LinkedIn Sponsored Updates, 33 Talent has also focused on InMail targeting to reach specific talent with key skills, and reduce their reliance on less effective jobs boards.

The Results

Utilising the Recruiter Licence and Job Slots and focusing on content marketing has allowed 33 Talent to make a name for themselves quickly in this key growth market.

The company page grew from around 300 followers to over 11,000 since adopting LinkedIn Talent Solutions tools, and targeted InMails have seen the company turnaround hires significantly quicker than before.

“For example, we recently conducted an extensive search, and once we had our approved target list together we began to send out InMails. Within mere seconds we were getting replies and quality leads. We were talking to these talent five minutes later and beginning a relationship,” added Rachel Mason, 33 Talent’s Marketing & Operations Manager.

Through this, 33 Talent has reduced its spend on job boards entirely, and dramatically reduced their time to fill for clients. This outcome has streamlined the search process for their clients and led to higher customer satisfaction across their key markets.

58% of placements from
*LinkedIn Talent Solutions in the last
12 months*

*Built a strong base of LinkedIn
followers from 300 to **12,000**
since adopting LinkedIn Talent Solutions*

Dramatically reduced time-to-fill

*Completely removed the need for
job boards*