Case Study: LinkedIn Posting Optimization

US TA Team Increases Inbound Applications by Over 20X

01. Overview

Context: TA needed top-of-funnel fast for specific roles.

Hypothesis: Remote & promoted posts outperform onsite/wrapped; 30-day posts decay quickly.
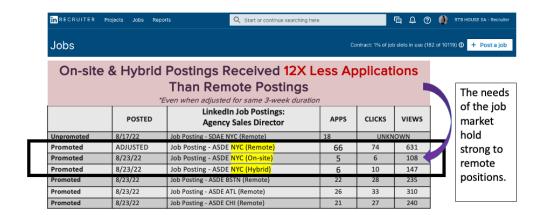
What we did: A/B job types; manual promoted slots vs auto-wrapping; repost at 14 days; tracked per-week decay.

Result: Big lift in inbound volume; strongest lift from promoted slots; sharp week-2 drop-off; remote >> onsite for app volume.

Decision/Policy: Use promoted slots selectively; time box inbound (close/repost at 14 days); don't rely on inbound for hiring quality—pair with outbound + referrals; track Apps-per-Hire by source.

02. Key Findings

- On-site & Hybrid Postings Received ~12x fewer applications

On-site & Hybrid Postings Received 12X Less Applications Than Remote Postings
Even when adjusted for same 3-week duration

	POSTED	LinkedIn Job Postings: Agency Sales Director	APPS	CLICKS	VIEWS
Unpromoted	8/17/22	Job Posting - SDAE NYC (Remote)	18	UNKNOWN	
Promoted	ADJUSTED	Job Posting - ASDE NYC (Remote)	66	74	631
Promoted	8/23/22	Job Posting - ASDE NYC (On-site)	5	6	108
Promoted	8/23/22	Job Posting - ASDE NYC (Hybrid)	6	10	147
Promoted	8/23/22	Job Posting - ASDE BSTN (Remote)	22	28	235
Promoted	8/23/22	Job Posting - ASDE ATL (Remote)	26	33	310
Promoted	8/23/22	Job Posting - ASDE CHI (Remote)	21	27	240

The needs of the job market hold strong to remote positions.

- Promoted postings outperformed job wrapping through ATS by 4x
- Only ~1% of paid job slots were used; ~99% sat idle (policy gap)

Analyzing Performance & Underutilized Resources

Most LinkedIn Job Postings are through Jobvite Automatic Job Wrapping, Unpromoted & Updated every 30 days

Promoted Job in NY Received Almost 4X More Applications Than Jobvite Job Wrapping Posting

	POSTED	LinkedIn Job Postings: Agency Sales Director	APPS	CLICKS	VIEWS
Unpromoted	8/17/22	Job Posting - SDAE NYC (Remote)	18	UNKNOWN	
Promoted	8/17/22	Job Posting - ASDE NYC (Remote)	67	74	631
Promoted	8/23/22	Job Posting - ASDE NYC (On-site)	5	6	108
Promoted	8/23/22	Job Posting - ASDE NYC (Hybrid)	6	10	147
Promoted	8/23/22	Job Posting - ASDE BSTN (Remote)	22	28	235
Promoted	8/23/22	Job Posting - ASDE ATL (Remote)	26	33	310
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Contract: 1% of job slots in use (182 of 10119)

We are currently using 1% of the job slots on our plan that promote manual job postings.

- To maximize results postings should be closed and reposted every 2 weeks

30-Day Job Posting Applications Significantly Drop Off After 1st Week

To Maximize Results, Job Postings Should Be Closed & Reposted After 2 Weeks

	POSTED	LinkedIn Job Postings: Agency Sales Director	TOTAL APPS	DAY 1	WEEK 1	WEEK 2	WEEK 3	WEEK 4
Unpromoted	8/17/22	Jobvite Job Wrapping Auto Post NYC (Remote)	18		UNKNOWN			
Promoted	8/17/22	Manual LinkedIn Job Post NYC (Remote)	67	25	48	12	5	1
Promoted	8/23/22	Manual LinkedIn Job Post BSTN (Remote)	29	8	16	1	3	3
Promoted	8/23/22	Manual LinkedIn Job Post ATL (Remote)	28	8	17	3	4	2
Promoted	8/23/22	Manual LinkedIn Job Post CHI (Remote)	24	7	12	6	3	3

Contract: 1% of job slots in use (182 of 10119)

We tested out adding 6 manual promoted job postings and tracking activity to find the best length of posting.

03. Solutions

Process Optimization: job posting cadence, category, timing, volume adjustments

04. Impact

- 23x increase in application volume from 37 applications (9 months) to 186 applications (2 months) after adding 6 promoted slots

Test Results =
6 Additional LinkedIn Job Postings using Job Slots currently available

RECRUITER   Projects   Jobs   Reports   Start or continue searching here   RTB HOUSE SA - Recruiter

Jobs   Contract: 1% of job slots in use (182 of 10119)   + Post a job

Agency Sales Director, East

October 2021 – July 2022 (9 months)

- Inbound Applications = 37
  [4 per month]

July 2022 – September 2022 (2 months)

- Inbound Applications = 186
  [93 per month]
  = 23X increase in application volume