

**LinkedIn** Talent Solutions

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# ARNOLD CONSULTING

Winning The ‘Client/Candidate’ Conversation With Social Branding

Arnold Consulting is a rapidly growing staffing company that provides exceptional talent to leading edge companies. Founded in 2012, the company strongly believes in partnering with clients to understand and align with their business strategy, vision, culture, leadership expectations and business goals.

# THE OBJECTIVES

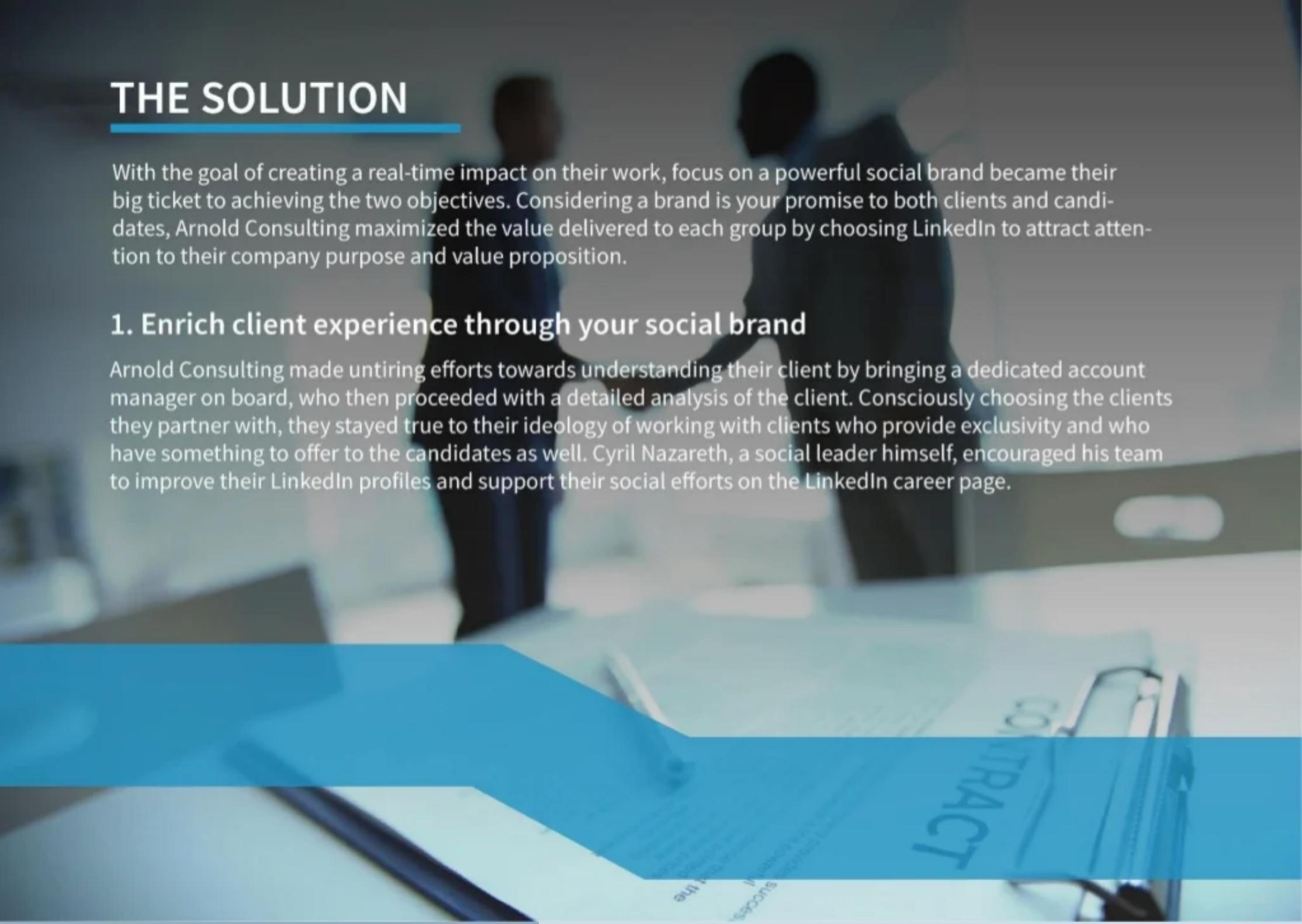
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## Create social partnerships with clients and candidates to create win – wins

Competition is fierce in the staffing world and the evolution of social media has created a more transparent world, resulting in a candidate-driven market. The management at Arnold Consulting realised that there's a way to crush competition using a two-fold objective:

- Mining more business from clients by building exclusive partnerships
- Focusing on satisfied candidates as value creators

# THE SOLUTION



With the goal of creating a real-time impact on their work, focus on a powerful social brand became their big ticket to achieving the two objectives. Considering a brand is your promise to both clients and candidates, Arnold Consulting maximized the value delivered to each group by choosing LinkedIn to attract attention to their company purpose and value proposition.

## **1. Enrich client experience through your social brand**

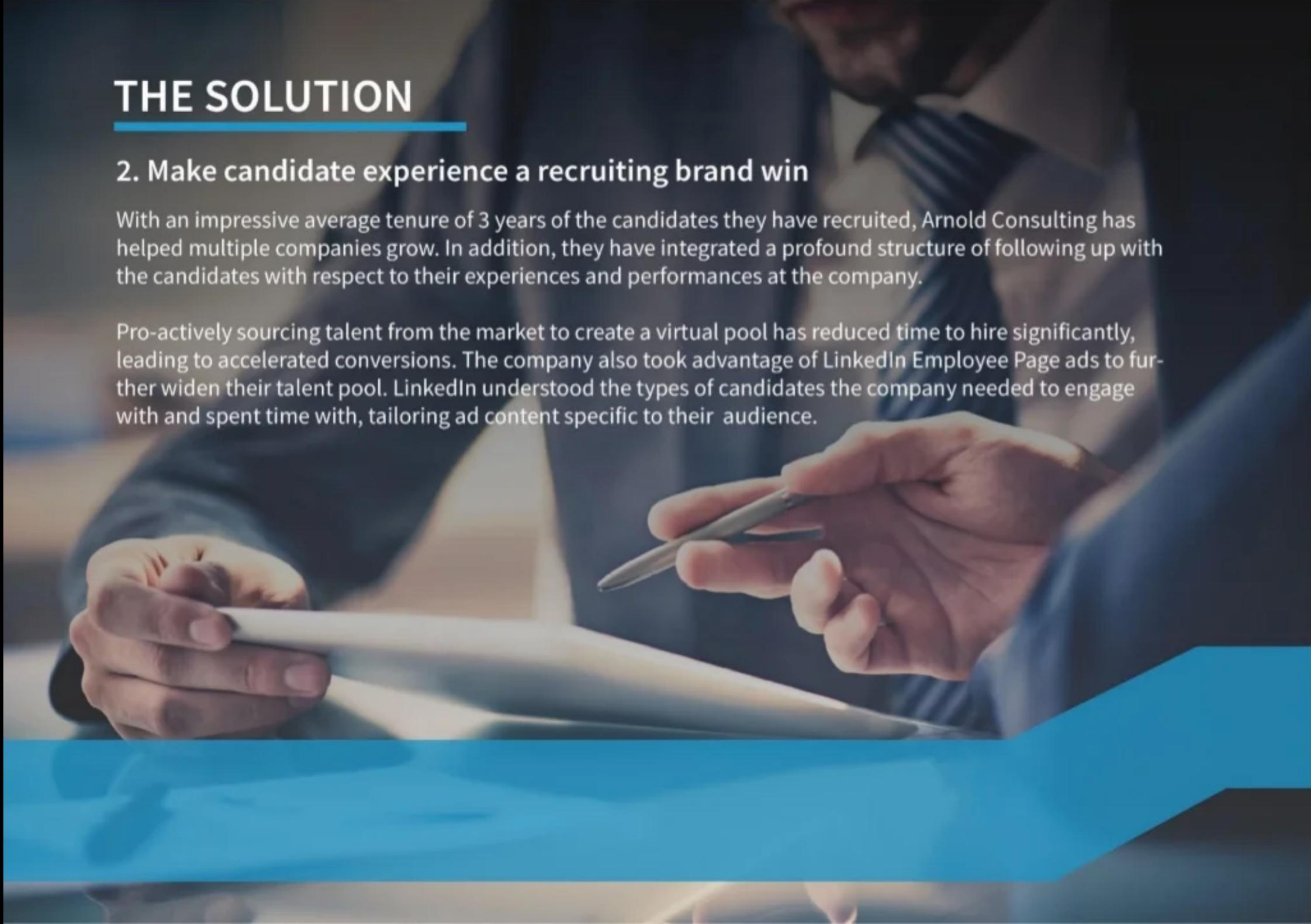
Arnold Consulting made untiring efforts towards understanding their client by bringing a dedicated account manager on board, who then proceeded with a detailed analysis of the client. Consciously choosing the clients they partner with, they stayed true to their ideology of working with clients who provide exclusivity and who have something to offer to the candidates as well. Cyril Nazareth, a social leader himself, encouraged his team to improve their LinkedIn profiles and support their social efforts on the LinkedIn career page.

# THE SOLUTION

## 2. Make candidate experience a recruiting brand win

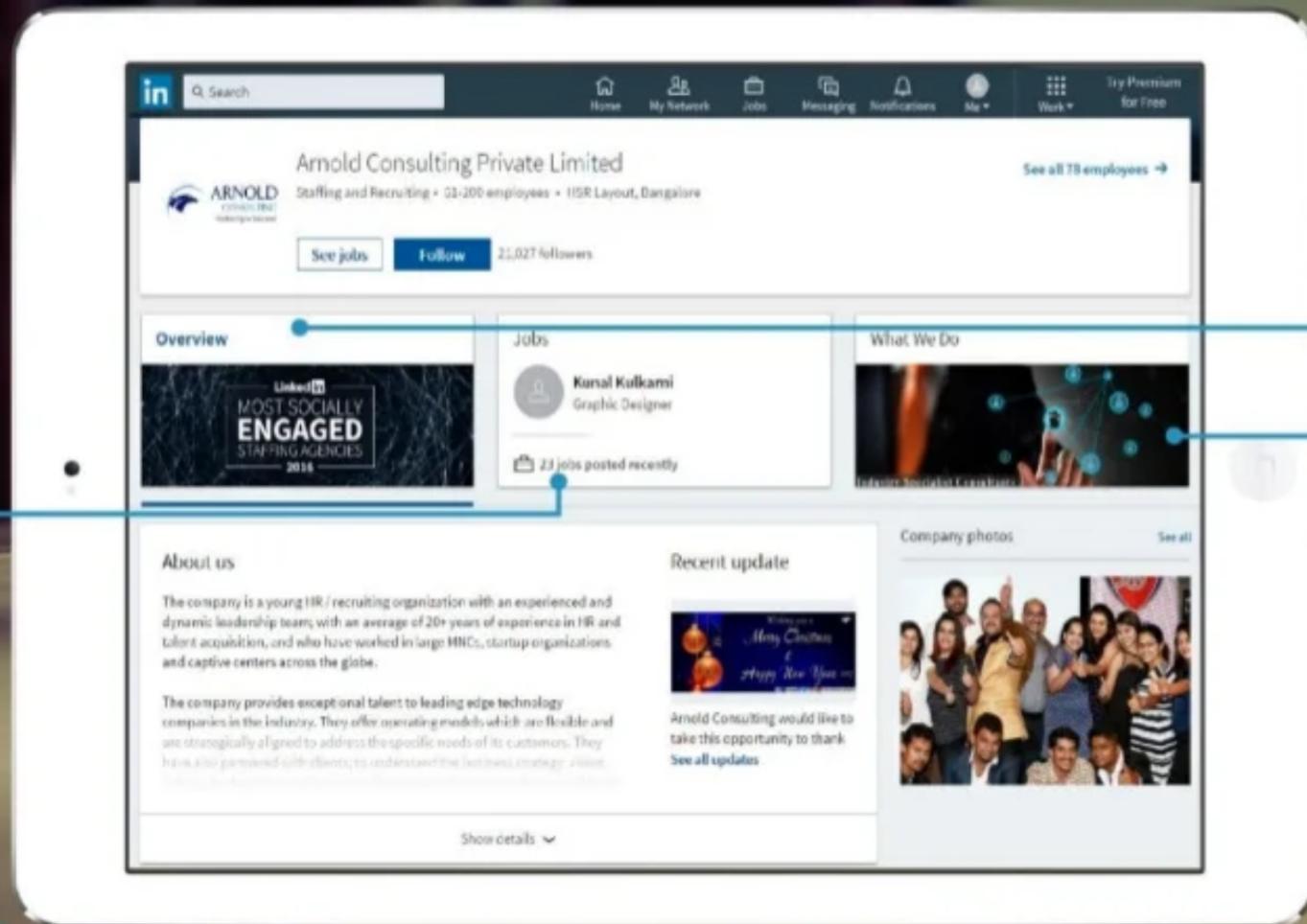
With an impressive average tenure of 3 years of the candidates they have recruited, Arnold Consulting has helped multiple companies grow. In addition, they have integrated a profound structure of following up with the candidates with respect to their experiences and performances at the company.

Pro-actively sourcing talent from the market to create a virtual pool has reduced time to hire significantly, leading to accelerated conversions. The company also took advantage of LinkedIn Employee Page ads to further widen their talent pool. LinkedIn understood the types of candidates the company needed to engage with and spent time with, tailoring ad content specific to their audience.



# LINKEDIN CAREER PAGE

Highlight  
jobs at the  
company



Company  
Overview

Showcase your  
culture

# THE RESULT

Engagement | Profitability | Customer Satisfaction

75%

Increase in followers  
(Mar'16 - Feb'17)

0.70%

Click through rate  
on employee page ads

30%

InMail  
Acceptance rate

Targeted ad performance at  
**9X** the Industry Average

Awarded as



*"To cut through the clutter – we used branding as our sole carrier. This helped us attract more clients, directly impacting our profits. Simply put, our journey can be best described as - channelising all efforts for maximum results."*



**Cyril Nazareth**  
Managing Director  
Arnold Consulting

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With over 500 million members in more than 200 countries and territories worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network

## LinkedIn™ Talent Solutions

offers a full range of solutions to help organizations in various stages of growth recruit relevant talent, build their brand, and grow their business

If you're curious about social recruiting, join us in discovering the possibilities.

[CONTACT US](#)