

OUR CLIENT:

A mid-sized, Boston-based staffing firm

Twitter users decided to “opt-in” to follow these Twitter profiles to view real-time job postings and industry news and trends relating to the following industries:



Technology



Accounting and Finance



Administrative



Creative and Marketing



Human Resources

CAMPAIGN OVERVIEW:

451 Marketing was hired by a mid-sized, Boston-based staffing firm for the dual purposes of helping the firm to attract new job seekers and new business leads to add to its portfolio of candidates and clients. 451 Marketing’s efforts leveraged social media to complement traditional PR outreach efforts, helping the firm to source a significant number of new candidates and clients and increase their overall billings.

APPROACH:

As a first step, 451 Marketing’s creative team overhauled the firm’s outdated website. 451 planned, designed, and launched a new site that incorporated Flash animation, friendly navigation, fast-loading graphics, and an enterprise-friendly content management system (CMS). 451 also crafted keyword-rich copy to enable the site to increase its organic ranking in search engine results for such key words as “Boston Staffing Firm.”

To help recruit new job candidates and raise awareness of job opportunities, 451 created Twitter handles for each of their specialty industries. Twitter users decided to “opt-in” to follow these Twitter profiles to view real-time job postings and industry news and trends relating to the following industries: Technology, Accounting and Finance, Creative and Marketing, Human Resources, and Administrative. These accounts helped to raise the firm’s overall online presence, and connect with a variety of job seekers and staffing industry experts.

451 also created industry-specific LinkedIn groups for Boston-area professions. The groups were created to add value to professionals and to provide them the opportunity to network, ask questions, solve problems, and share best practices. On behalf of the staffing firm, through these groups, 451 also fed job postings, industry news, and initiated and participated in relevant discussions. These activities positioned the staffing firm as industry insiders with an understanding of staffing needs across all industries, establishing the firm’s reputation, and

helping to connect them with potential clients. By posting jobs through these groups and Twitter, 451 also effectively positioned available opportunities in front of both active and passive job seekers, something job board websites like Monster and CareerBuilder fail to do.

In addition to using social media platforms to promote the staffing firm, 451 reached out to journalists at print and online publications to pitch the firm's CEO and recruiters as experts on various staffing, recruitment, and human resources topics. As a result, the CEO and several recruiters were extensively quoted in leading publications with large online circulations, helping to further extend the firm's online presence and increase their website's search engine rankings.

Finally, to set the firm apart from its competitors, 451 recommended the firm adopt a cutting-edge "Recruiting 2.0" approach to staffing. 451 trained the firm's recruiters on how to use new media technologies such as LinkedIn, Twitter, and Facebook. Through these social media platforms, the firm's recruiters were able to better interact with potential candidates, helping them to make more informed sourcing decisions for their clients. The "Recruiting 2.0" approach also positioned the firm as early adopters, capitalizing on the emergence of new media as integral tools for business interactions before their competitors.



RESULTS:

Through an integrated social media marketing approach, combined with a website redesign and SEO campaign, 451 doubled the firm's Web site traffic. These results were aided in large part by 451's Twitter campaign, which included frequent postings of links to the firm's site.

In six months, 451's PR outreach efforts secured 11 interviews for the firm and earned 9 articles.

The "Recruiting 2.0" approach has proven an extremely effective selling tool. Within the first six months of its launch, the firm acquired 7 new clients.

451 MARKETING | THE LEADER IN NEW MEDIA COMMUNICATIONS

21 School Street, 3rd Floor, Boston, MA 02108
» 617-259-1605 » www.451marketing.com

twitter
@451Heat

LinkedIn
Inbound Marketing
Network

facebook
451-Marketing

B
451heat.com