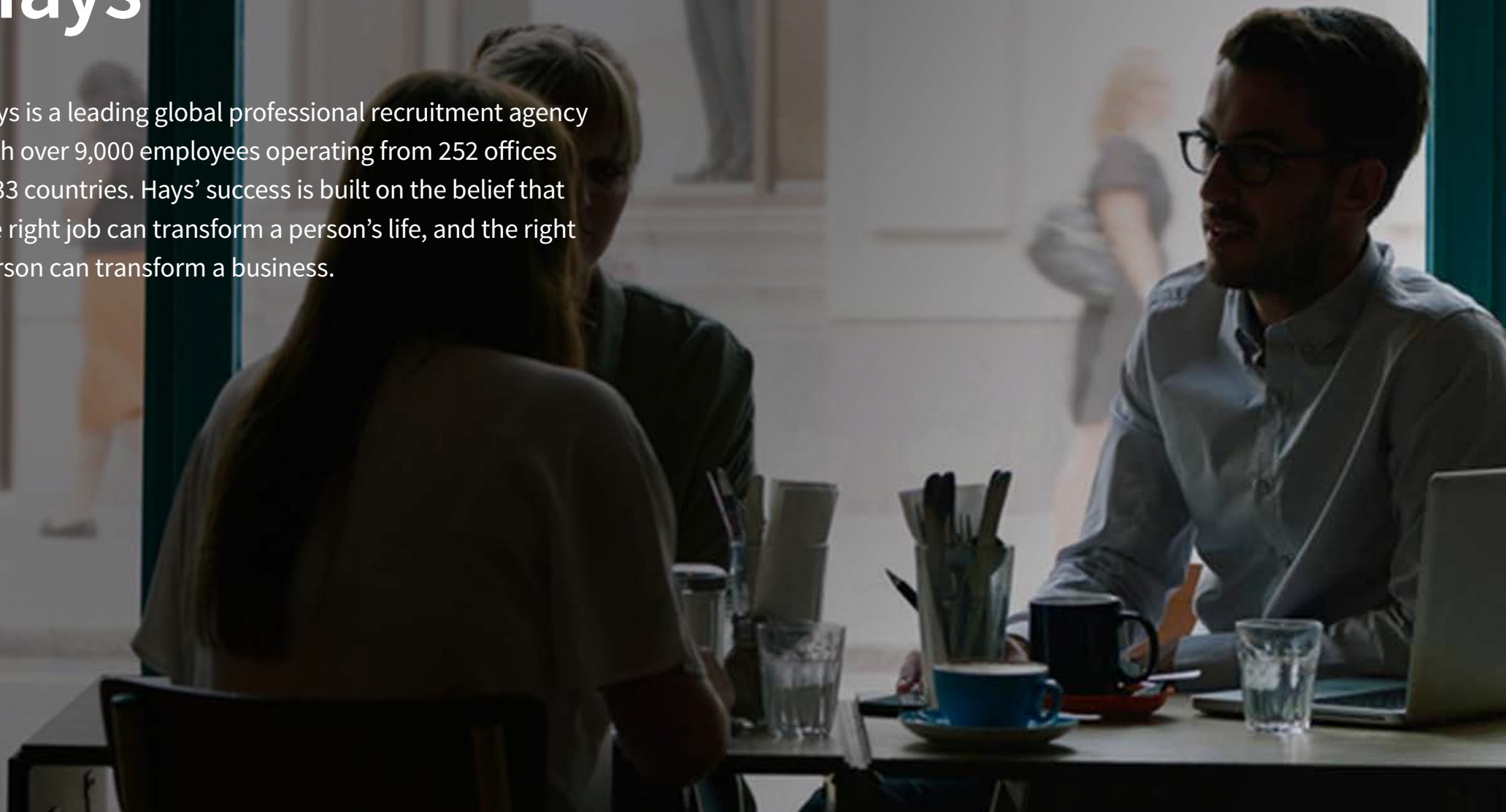


CASE STUDY

Hays

Hays is a leading global professional recruitment agency with over 9,000 employees operating from 252 offices in 33 countries. Hays' success is built on the belief that the right job can transform a person's life, and the right person can transform a business.



THE CHALLENGE

Make lasting connections with the best talent

Already one of the biggest names in recruitment globally, Hays wanted to build deeper connections with potential recruits, hiring managers and candidates by engaging with people throughout their career, not just when they're looking for work. This would put them in the strong position of knowing who people are before an opportunity has arisen.

One of the challenges Hays faced was the highly diverse nature of the geographies and sectors in which they operated. This meant a 'one-size-fits-all' approach was not going to be effective in engaging high-demand or niche talent.

Hays needed a personalised yet scalable way to interact with candidates and potential clients. Social was the answer.

“Our biggest challenge is engaging candidates on an ongoing basis – so when they want to move, or are approached by us about a role, they like Hays and will trust their career with us.”

Lucy Sharp,
Marketing Director, Hays Australia

THE SOLUTION

Hays got serious about content

Hays mapped out a robust content marketing strategy that detailed how they were going to communicate with different audiences at different times across the LinkedIn ecosystem.

Hays' strategy was based on the premise that the content you consume when looking for a job is very different to the content you consume when you're employed. They wanted to appeal to all audiences at different stages of the candidate and employee lifecycle.

Hays decided to use their in-depth knowledge of the world of work, and their deep network of consultants and experts, to develop localised, role-based content for each region and industry specialisation – using a mix of long-form posts, Q&A-style articles, infographics and videos.

Hays' CEO, Alistair Cox, heavily bought into the power of content and adopted a top-down approach, regularly posting content himself and encouraging his team to share content with their personal networks on LinkedIn. The company also promoted their content on their customised LinkedIn Career Pages, which helped them connect to different audiences.

“Our commitment to using content across the LinkedIn platform – before it was fashionable or proven to be successful in engaging with the LinkedIn audience – was definitively a leap of faith. But it has paid off for us.”

Lucy Sharp,
Marketing Director, Hays Australia

THE RESULTS

Since adopting their content marketing strategy in 2013, the number of Hays employees sharing online has more than doubled.

Hays' CEO Alistair Cox was named one of LinkedIn's 150 highly influential global leaders, and the company was named the #1 most socially engaged global staffing firm for 2016 by LinkedIn.

So what difference has it made to their business?

Analysis by LinkedIn shows that candidates who follow Hays are 3x more likely to apply for a Hays job after viewing it than non Hays followers.

Just as importantly, Hays continues to invest in their brand efforts, showcasing their authentic and results-driven culture. Being considered by the next and future wave of niche talent is critical to their success, and Hays knows they need a multi-faceted approach to ensure they stay top-of-mind to the right talent.



1.5m people follow
Hays on LinkedIn