

INFLUENCER MARKETING CASE STUDY

The network effect delivers brand awareness



AT A GLANCE

Challenges

- Need to increase reach to new passive talent.
- Need to expand awareness among tech talent.

Benefits

- Reaching new talent in unexpected places
- Leveraging the network effect to drive new traffic to their careers.
- Leveraging trusted voices in tech and work to deliver the message to the right audience.

CHALLENGE

Flockity partnered with large communications company to attract more high-quality candidates by leveraging the power of trusted creator voices. Through targeted creator-led campaigns, the customer reached new audiences, drove significant net-new traffic to their career site, and converted that traffic into qualified applicants at an impressive rate. The result: a scalable, authentic approach to talent attraction that not only expanded the customer's reach but also delivered measurable outcomes.

SOLUTION

This customer saw the need to try something new to attract and convert more passive talent through Flockity. With our extensive network of influencers who are trusted sources with their followers in their profession, this customer started sharing their jobs with our network to obtain more reach and exposure.

RESULTS

Goal: Drive passive talent to tech roles.

- Client generated 2,300+ clicks over 3 months.
- Delivered 87% net new traffic
- Delivered 195 applications
- 76% engagement rate
- \$16.12 cost per application