

## 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 talent in the US and EU.

#### 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 teamed up with HelloFresh to showcase career opportunities in the US and Germany through authentic creator-driven content that resonated with job seekers where they already spend their time. By amplifying the brand's story through trusted voices,

### SOLUTION

As Flockity expands globally, we're redefining how companies connect with passive talent. By leveraging a worldwide network of trusted creators, we help jobs reach new audiences, spark genuine engagement, and transform the way opportunities are discovered and shared.

### RESULTS

Flockity not only expanded HelloFresh's reach but also delivered a remarkable 13% conversion rate from engaged traffic to applicants. The campaign proved that when the right message meets the right audience in the right channel, talent attraction can move beyond awareness to real, measurable hiring impact.

- 13% conversion rate
- 44% engagement rate (3X their average engagement rate)