

INFLUENCER MARKETING CASE STUDY

The network effect delivers brand awareness



AT A GLANCE

Challenges

- Need to increase brand recognition.
- Scarce reach in traditional channels

Benefits

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

CHALLENGE

This customer, a financial services company that offers cloud-based software for automated business payments and financial operations, was focused on increasing brand awareness with passive talent for their harder-to-fill corporate roles.

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: Build brand awareness and drive traffic to our corporate roles

- Client generated 940 clicks in their first month.
- In the first two weeks, they had a VP-level candidate from Flockity scheduled for an on-site interview.
- This customer's jobs are a favorite amongst all of our influencers.
- Influencers are receiving feedback from their followers that this customer's brand is resonating.