

## INFLUENCER MARKETING CASE STUDY

The network effect delivers the candidates you need



### AT A GLANCE

#### Challenges

- Too few women applicants
- A need to increase brand recognition
- Insufficient reach through traditional channels

#### Benefits

- Reaching new talent in unexpected places
- Leveraging the network effect to drive new job traffic
- Delivering the message to the right audience through established, trusted women voices

### CHALLENGE

This customer, the go-to-market platform that helps businesses find, acquire, and grow customers, was focused on building up their pipeline of women in tech sales. They wanted to maximize their reach with women in tech sales and increase awareness of their brand and career opportunities.

### SOLUTION

This customer saw the need to try something new to attract and convert more women sales talent, so they started sharing their jobs with Flockity. Our extensive network of influencers who are predominantly women (76%) provided a promising new channel for reaching previously untapped candidate audiences.

### RESULTS

Overall, the campaign met its goal of delivering an increase in women applicants throughout the 5-month campaign.

The success of the program led the customer to expand their jobs being shared via the Flockity platform to include all roles.

**500+**

clicks generated  
in two weeks

**50%**

of applications  
were women