

## INFLUENCER MARKETING CASE STUDY

The network effect delivers the candidates you need



### AT A GLANCE

#### Challenges

- Needed a more robust top-of-the-funnel strategy
- 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 world's leading membership and leisure travel company, was focused on building up their pipeline of talent across the organization. They wanted to maximize their reach and increase awareness of their brand and career opportunities in a new channel.

### SOLUTION

This customer saw the need to try something new to attract and convert more passive talent, so they started sharing their jobs with Flockity. This approach fed their overall recruitment marketing nurture strategy via their CRM. The goal was get new talent in and educate them to conversion.

### RESULTS

The approach in leveraging Flockity was to drive net new traffic to the career site to nurture talent over time.

The campaign generated hundreds of clicks and through the customer's expert strategy, talent converted into completed apps and hires.

**2,000+**  
clicks generated  
in months.

**4**  
months from click  
to conversion