

Sarah Wall

"It Felt More Like A Partnership Than A Client Or Customer"



Case Study

Sarah Wall,
Marketing Director,
Darwin Recruitment

Website

<https://www.darwinrecruitment.com/>

Industry

Recruitment

Employee Count

51-200

Awards

Best Marketing Team
- 2019 Recruiter
Awards

About Darwin Recruitment

Darwin Recruitment, since 2001, have been sourcing and placing the best talent for businesses of all sizes across Europe and the USA.

- They specialise in the digital and data space for innovative business practice.
- They offer market insights and regular events and webinars to share their expertise.

About Sarah Wall

As Marketing Director at Darwin Recruitment, Sarah develops strategies to increase brand engagement and achieve the businesses core objectives.

She ensures all marketing channels compliment each other to achieve business goals of revenue and growth.

"Paiger allows me to launch a campaign and put it out there with consultants putting their own tone of voice to fit their markets - that's something I don't think anyone else can do"

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"It's [HootSuite] just not viable for a small team... it's just too time consuming."

- Sarah Wall,
Marketing Director,
Darwin Recruitment

Previous Company Challenges

Employees wanted control over their own personal brands

Consultants were not sharing requested content

The product chosen needs to use more than just our logo

Content share was not sector specific

As a company, Darwin Recruitment occupy offices around the globe including: Billerica, Munich, Amsterdam and Boston. This further increased their challenge of ensuring consultants shared the posts that represented both the company and their own personal brands.

Initially, Sarah employed HootSuite to manage their social schedule in an attempt to gain back control over content that was being shared and it's frequency, especially around campaign timing. Although successful in sharing content, Sarah found that HootSuite was not producing a content share sector specific and it became very time consuming to produce the schedule itself whilst being in a small team.

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"At that point, I didn't realise how much easier we could actually make it"

"You listen to me, my pain points and use it to build your system"

- Sarah Wall,
Marketing Director,
Darwin Recruitment

Why Paiger?

Paiger offers a less expensive, easier service which aesthetically looks the best. Sarah believes we are agile and create a product which removes her challenges:

- Each consultant can speak with their tone of voice
- Ease of use with broadcasting to the whole team and company pages
- Campaigns are shared in Sarah's preferences



10% increase website traffic



£11k goal conversion



Engagement visibility via Google Analytics

1. Paiger is responsible for 10% of Darwin Recruitments website traffic
2. Monetary conversions show an £11k saving on time whilst still offering consultants the power to say yes or no to content
3. Increased visibility on post engagements via Google Analytics which is created for the client