

Alastair Tulloch

"Getting Good Content Out To Our Followers"



Case Study

Alastair Tulloch,
Director,
Vetro Recruitment

Website

<https://www.vetrorecruitment.co.uk/>

Industry

Recruitment

Employee Count

11-50

About Vetro Recruitment

Vetro Recruitment source and place candidates in the health, social care and education sectors. The overall mission: providing a clear and transparent recruitment service.

They hope to enhance the lives of people in both the care and education sector, through the best possible candidate selection.

About Alastair Tulloch

As Director at Vetro Recruitment, Alastair is responsible for creating bespoke recruitment solutions for his clients in the Health, Social Care and Education sectors.

His specialties include strategic business planning, quality assurance and performance management.

"It's been a fantastic investment for the business, really good ROI, saves me more time and consultants are getting placements."

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"You would find the odd article, post it, but we were putting out too many job adverts and not really engaging with our audience"

- Alastair Tulloch,
Director,
Vetro Recruitment

Previous Company Challenges

30,000 joint LinkedIn connections across consultants without enough content

Consultants were not sharing enough content regularly

Multi-poster tool gave consistent errors which affected Vetro's ROI

Content share was not sector specific to engage his audience

As a company, Vetro Recruitment faced an audience engagement problem with a 30,000 readily available audience. Alastair had the ongoing challenge, without specific marketing teams, of ensuring consultants shared the posts that represented both the company and their own personal brands.

Initially, Alastair was using a multi-poster tool but this continuously posted too many jobs and not enough relevant content, leading to links to unsecure sites. The result: ROI of next to nothing.

He would post the occasional article but generally, him and his team were not engaging with their audiences.

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"Getting Good Content Out To Our Followers"

"Instantly we started getting good content out to our followers"

"We've seen engagement on LinkedIn go up 5, 6, 7 times more"

- Alastair Tulloch,
Director,
Vetro Recruitment

Why Paiger?

Paiger offers a less expensive, easier service which aesthetically looks the best. Alastair believes we deliver a product which removes his challenges:

- Select jobs were posted with an engaging image directed to the website
- Good quality content which is sector specific is shared to followers
- A professional look which can connect to him and his consultants large LinkedIn network



7 x more engagement on LinkedIn



10% increase website traffic



Engagement visibility via Google Analytics

1. Engagement increased 7 times on posts on LinkedIn
2. Paiger is responsible for 10% of Vetro Recruitments website traffic
3. Increased visibility on post engagements via Google Analytics which is created for the client