

# Kathy Walker

## "Strong Engagement With Minimal Effort"



### Case Study

Kathy Walker,  
Associate Director –  
Marketing  
McGregor Boyall

### Website

[www.mcgregor-boyall.com](http://www.mcgregor-boyall.com)

### Industry

Recruitment

### Employee Count

51-200

### About McGregor Boyall

Since 1987 McGregor Boyall have been upholding the relationship between the client and the candidate. They have offices in London, Manchester, Edinburgh, Glasgow, Singapore and Dubai and this is just the beginning.

- They specialise in technology into financial services as well as corporate divisions.
- Survived, adjusted and pivoted to the multiple financial crashes worldwide and now a global pandemic.

### About Kathy Walker

As Associate Director of Marketing at McGregor Boyall, Kathy has developed and grown the marketing function to support the growth of the business as a whole.

She delivers marketing plans with the use of content marketing, digital and social media and internal communications. Kathy works closely with the business heads to ensure the businesses strategies are aligned.

"One of the reasons I really wanted Paiger was that we were launching a new brand and I needed a way to get that brand out there as much as possible from the start. How do we drive traffic to a website that's brand new? How do we raise the profile across the different platforms and support the consultants what will be champions of that brand? Paiger was a key element of the new brand's marketing strategy."

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"Trying to get anyone to share anything would involve constant emails from me saying please like and share this"

- Kathy Walker,  
Associate Director -  
Marketing,  
McGregor Boyall

### Previous Company Challenges

Consultants posted mostly jobs not industry content

Consultants were not sharing requested content

Consultants didn't understand why they needed a personal brand on socials

The job content shared was very generic and looked like a template

McGregor Boyall occupy offices around the globe including: London, Manchester, Edinburgh, Glasgow, Singapore and Dubai. This further increased their challenge of ensuring consultants shared the posts that represented both the company and their own personal brands.

Kathy employed HootSuite to schedule social content but that didn't help with engagement from the consultants. Nor did it support the consultants with building their own personal brands. Demonstrating they are true SME's is what would ultimately lead to increased business. Another concern for her was getting strong, branded content, especially branded jobs, out there which would support business growth.

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"Having really strong, visual, branded content across our platform is great and that's something I love about Paiger"

"Visually Paiger posts are just 100 times better... it pops out of the feed"

- Kathy Walker,  
Associate Director -  
Marketing,  
McGregor Boyall

### Why Paiger?

Paiger offers an aesthetically better service which allows Kathy to launch new products, share jobs on her chosen template and increase engagement.

She is excited to continue using Paiger across the company's international locations due to:

- Each consultant being able to speak with their tone of voice easily by clicking yes
- New products can be launched with consistent branding
- Skeptical employees are seeing the effects and are seeing how impactful Paiger is
- Changing employee attitudes to their personal brand and it's importance



6% increase website traffic



10k followers 2 months quicker

1. Paiger is responsible for 6% of McGregor Boyall's website traffic in the first month
2. Normally taking 6 months to gain 10k followers on LinkedIn is taking just 4 months since Paiger was introduced