

Successful targeting: right message, right channel, right time

Carefully selected social channels are a route to potential candidates wherever they are

Building social media presence is at the heart of brand activation for many employers. Starting in your home market is a great foundation – a known target group and clear rules of engagement. But what happens when the need arises to enter new markets, especially those with a range of languages, nuances in online etiquette and where you have limited on-the-ground presence?

CHALLENGE

As a result of a reorganization, Keysight Technologies needed to launch their new brand, raise awareness amongst those familiar with the legacy of an old brand name, and spark interest amongst those completely new to the industry. So how to launch this message globally using social media as a key channel to market?

SOLUTION

We launched a social media managed service for Keysight as a launchpad for raising brand awareness. A structured yet flexible way to share relevant content about the newly formed organization reaching current and potential employees in a range of markets. While managing multiple social profiles, content development and carefully planned social media activity targeted global audiences, with a specific aim of building advocacy and followers. Channels were carefully chosen, and included Facebook, Twitter, Glassdoor and VKontakte (VK).

RESULTS

Audience numbers saw an immediate increase within the first three months, and by the end of the first year Facebook following for Keysight had more than doubled. The campaign saw an 800% increase in the potential reach from core channels Facebook and Twitter between launch and end of the first year whilst traffic driven to Glassdoor rose from 3,625 views to 45,757 views.

SERVICES

Social Media.



For a friendly and informal chat about your requirements, drop us a line at brand@cielotalent.com and one of our consultants will get in touch.

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