

**WE REVIEWED THE
LINKEDIN FEEDS OF
400 RECRUITMENT
AGENCIES IN THE UK
AND THIS IS WHAT
WE FOUND...**

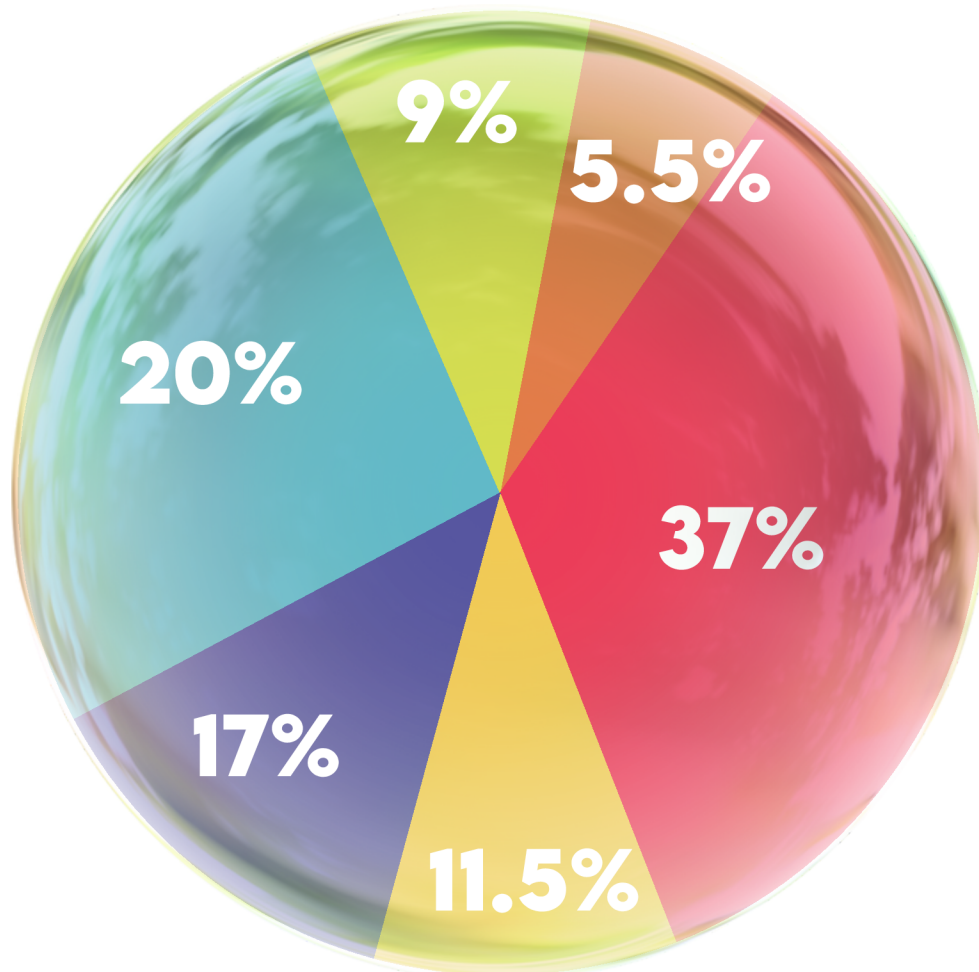


RECBOUND

**GROWING RECRUITMENT AGENCIES
WITH BETTER MARKETING**

HERE'S THE STATS:

- 9% (35 / 400) posted every working day
- 5.5% (22 / 400) posted around 3 times a week
- 37% (148 / 400) posted around twice a week
- 11.5% (46 / 400) posted around once a week
- 17% (68 / 400) posted around once a month
- 20% (80 / 400) never posted at all



RECBOUND

**26 RECRUITMENT AGENCIES WHO HAVE OVER
10,000 FOLLOWERS DIDN'T POST ANYTHING,
AND ARE MISSING AN OPPORTUNITY TO
PROMOTE TO THEIR NETWORK**

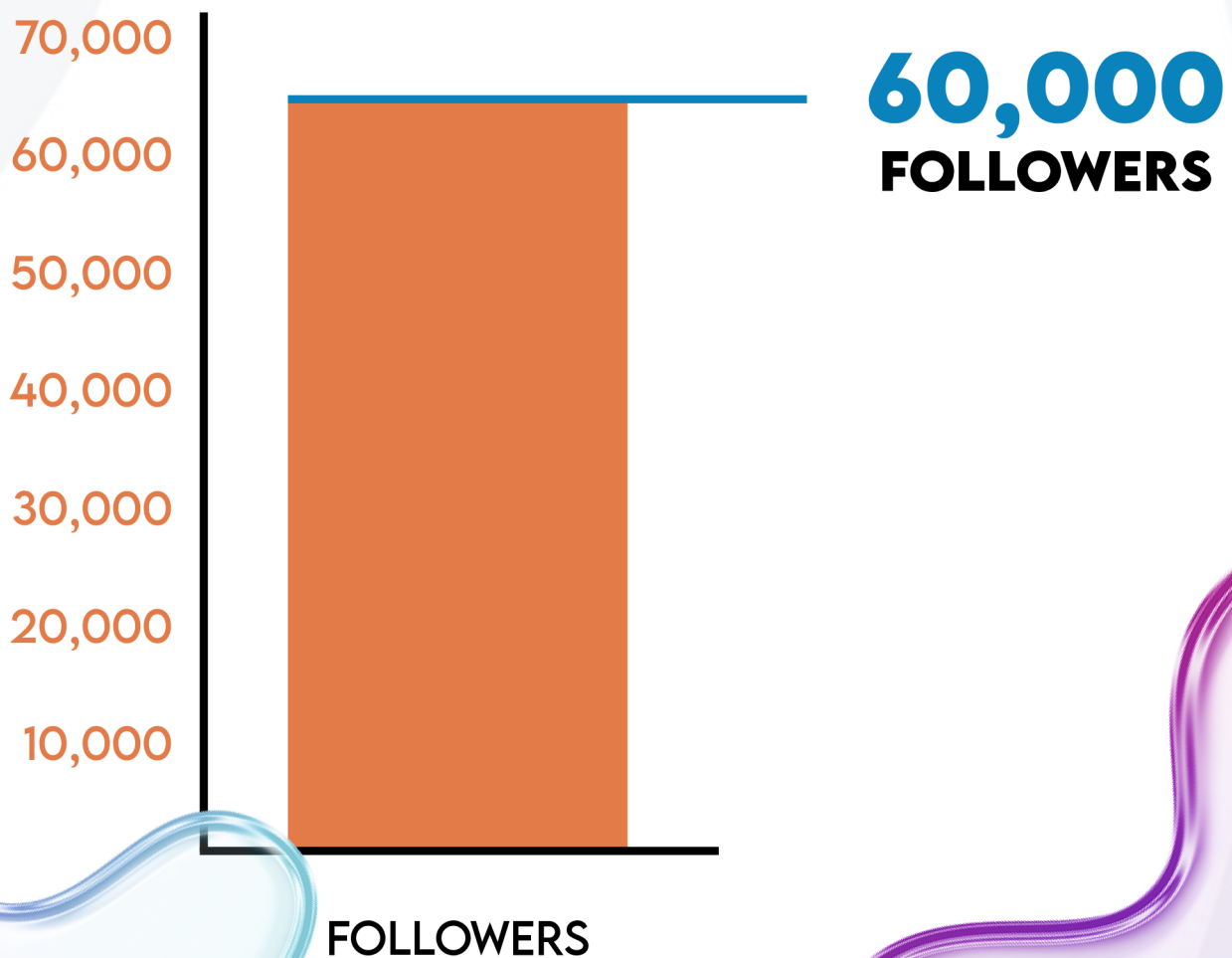


RECBOUND

THOSE WHO POSTED EVERY WORKING DAY



THE NUMBER OF FOLLOWERS
IN THIS GROUP RANGED
FROM ~90 TO ~700,000

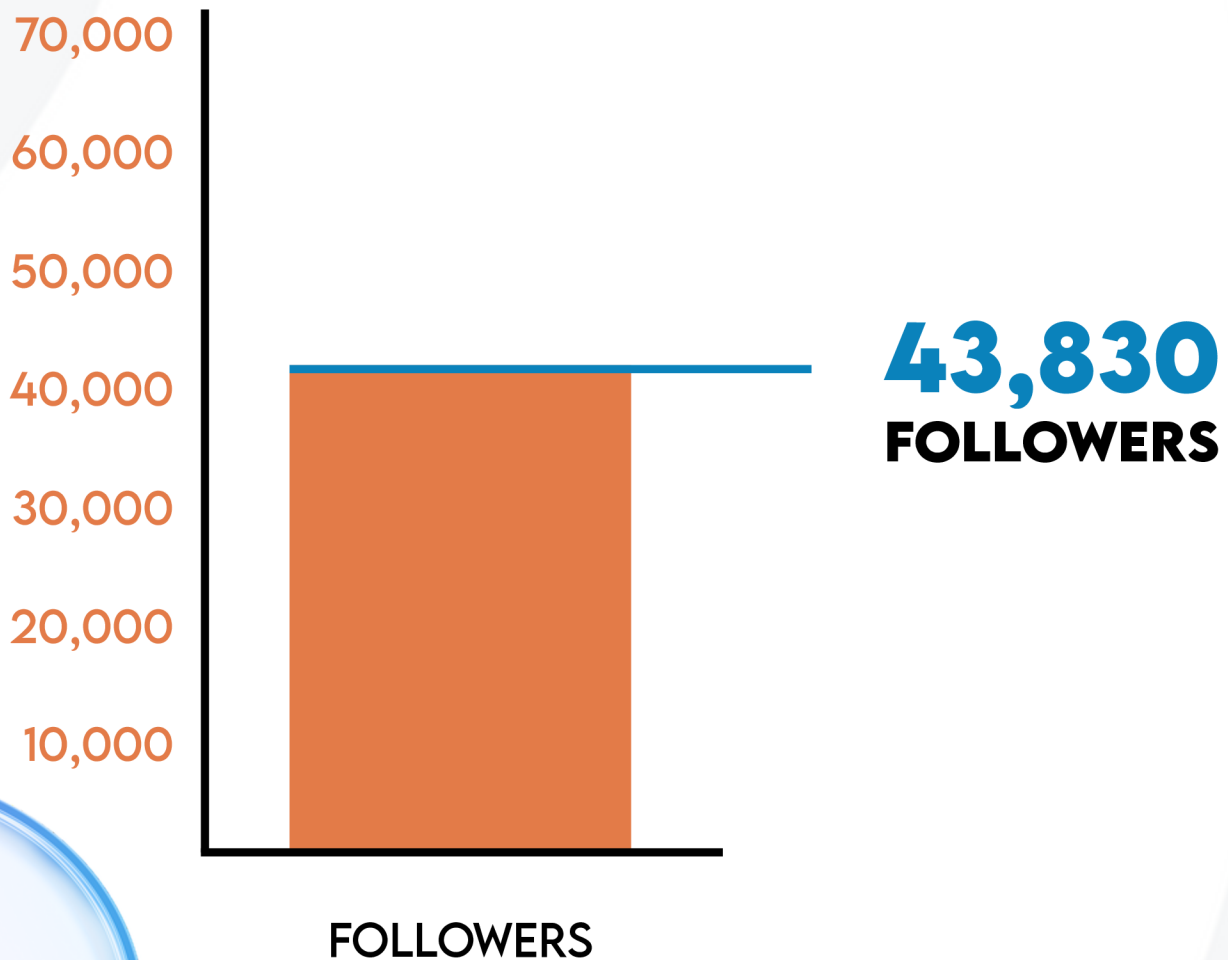


RECBOUND

THOSE WHO POSTED AROUND 3 TIMES A WEEK



NUMBER OF FOLLOWERS
IN THIS GROUP RANGED
FROM ~1600 TO ~212,000

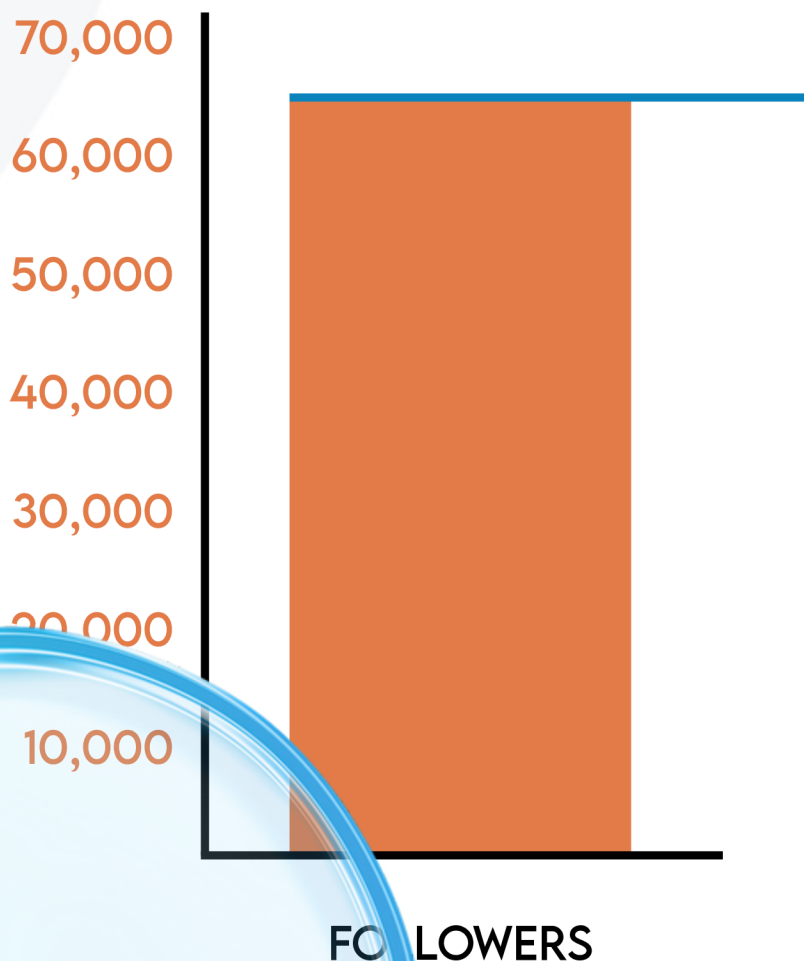


RECBOND

THOSE WHO POSTED AROUND TWICE A WEEK



NUMBER OF FOLLOWERS
IN THIS GROUP RANGED
FROM ~600 TO ~2,500,000



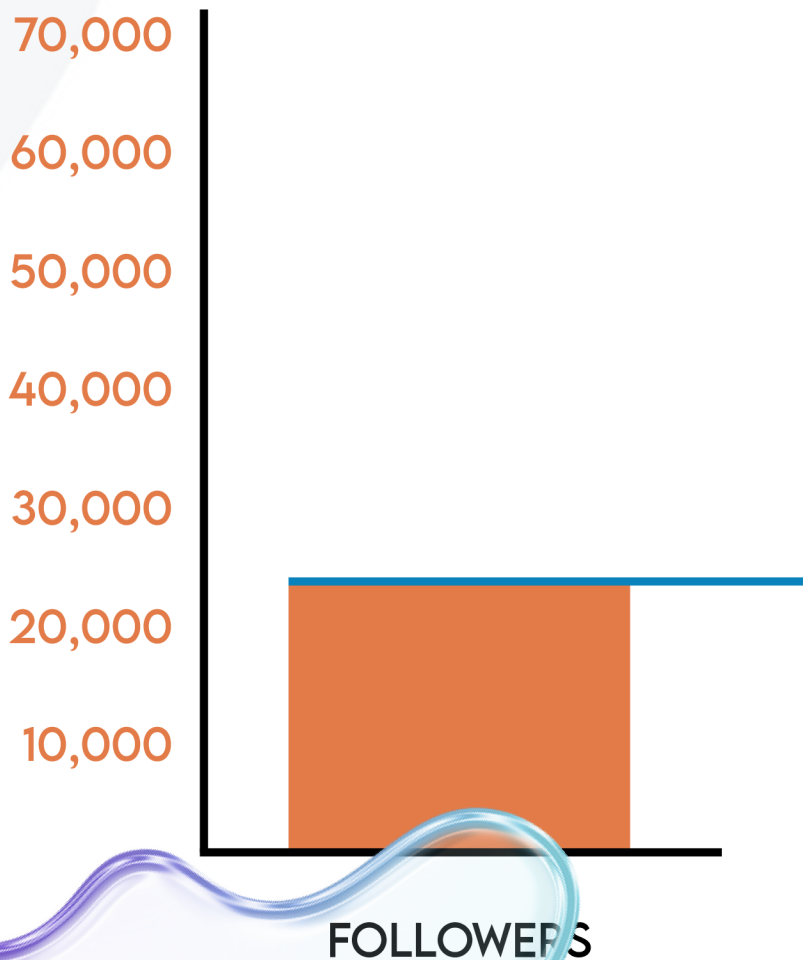
65,960
FOLLOWERS

RECBOUND

THOSE WHO POSTED AROUND ONCE A WEEK



NUMBER OF FOLLOWERS
IN THIS GROUP RANGED
FROM ~160 TO ~344,000



24,570
FOLLOWERS

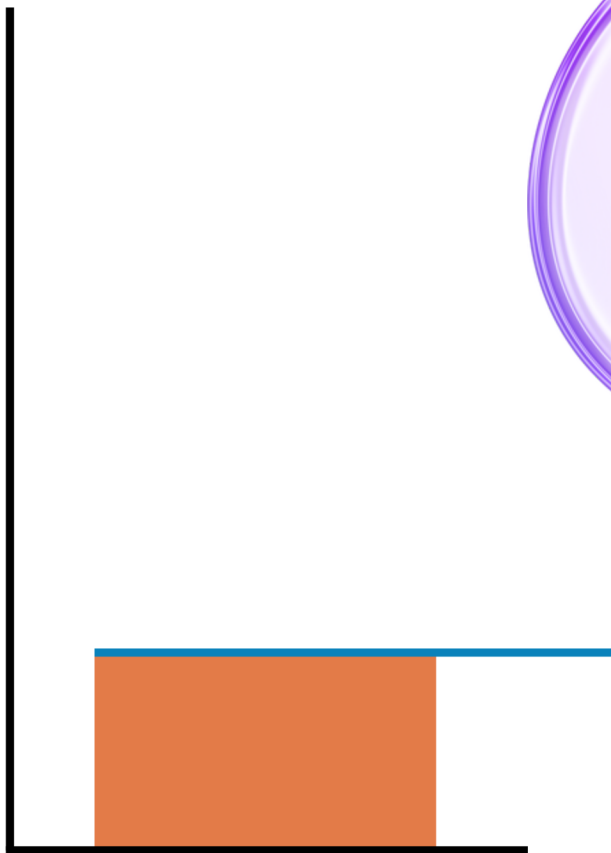
RECBOUND

THOSE WHO POSTED AROUND ONCE A MONTH



NUMBER OF FOLLOWERS
IN THIS GROUP RANGED
FROM ~30 TO ~355,000

70,000
60,000
50,000
40,000
30,000
20,000
10,000



FOLLOWERS

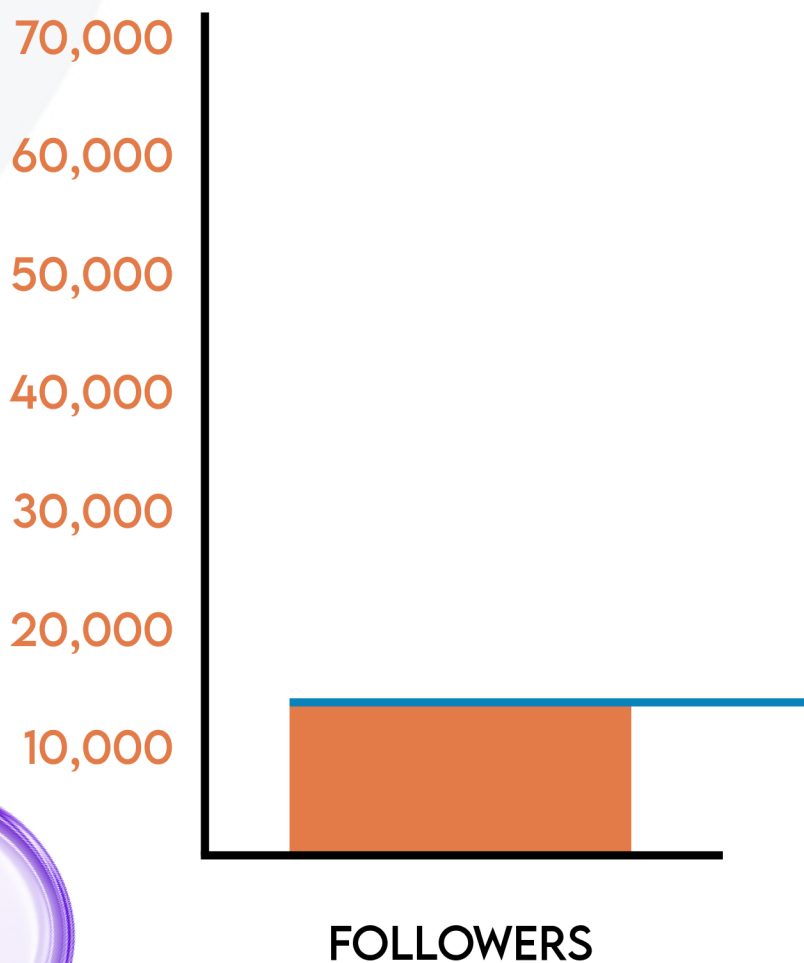
18,530
FOLLOWERS

RECBOUND

THOSE WHO NEVER POSTED AT ALL



NUMBER OF FOLLOWERS
IN THIS GROUP RANGED
FROM ~15 TO ~157,700



13,470
FOLLOWERS

RECBOUND

OUR OBSERVATIONS

POSTS INCLUDE



JOB



INTERNAL PROMOTIONS



NEW HIRES



BIRTHDAYS



TESTIMONIALS



MOTIVATIONAL QUOTES



MEMES



COMPANY EVENTS



PODCASTS



WEBINARS



POLLS



INDUSTRY NEWS



INDUSTRY AWARDS



WORLD EVENTS

(E.G. MENTAL HEALTH AWARENESS)



**ENGAGEMENT VARIES
DRAMATICALLY FROM
COMPANY TO COMPANY**



**TAGGING PEOPLE OR
COMPANIES IMPROVES
THE CHANCES OF
BETTER ENGAGEMENT**

RECBOUND



WANT TO IMPROVE YOUR MARKETING?

Get in touch today