



CASE STUDY

# The Recruitment Crowd

**Force24**<sup>™</sup>  
Marketing Automation

**trc**  
group



**Anush Pervez**

Marketing manager at The Recruitment Crowd

# The Recruitment Crowd enhances engagement through Marketing Automation

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Delivering tailored email and social media content to ensure recipients receive hyper-personalised digital comms relevant to their jobhunting and hiring needs.

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# Where were we?



**In the hot seat:**

Anush Pervez,  
Marketing manager

**Company:**

The Recruitment  
Crowd

**Focus:**

Attracting new clients  
and guiding the right  
people into the right  
jobs via dynamic  
digital comms.

**Sector:**

Recruitment

**Size:**

25 employees across  
three UK sites

The Recruitment Crowd is a versatile, multi-vertical recruitment agency based in Leeds. We specialise in providing exceptional recruitment services across various sectors including accountancy and finance, marketing, healthcare, engineering, logistics, and more.

Despite Covid-19, we experienced huge growth which led to us doubling our headcount and turnover, and opened two new offices in Manchester and Newcastle throughout 2020. And while our marketing campaigns were proving to be successful, we wanted to further sophisticate our messaging and interact with segments via hyper-personalised digital comms.

We were using HubSpot's platform for our marketing automation and social media scheduling requirements, but it wasn't matching how we were expanding and didn't make the best use of our CRM system. We also wanted something with far greater intuitive reporting capabilities than we were receiving, and which was more cost-effective.



# What did we go through?

Working in a fast-paced industry, email deliverability was lacking and so we began to explore other options that also integrated savvy social media functionality.

Already aware of Force24's platform capabilities – having provided the brand with recruitment services – we couldn't find another service that offered both email marketing and social scheduling expertise in one system.

We booked a demo and joined the team's head of strategy, Jake Sweeney, and product specialist Steven Pinkney who took us through all the unique features – especially how to build dynamic, personalised emails and landing pages in seconds rather than hours – and were impressed with how easy Force24 was to use.

Additionally, we liked the training and support for life USP promise to *all* customers – that's something we weren't used to. For example, our previous platform wasn't quite delivering the level of assistance required and so it was like chalk and cheese when comparing the Force24 experience to what we had plugged in. In July 2020, we made the switch, and were up and running within a couple of hours.

# Where are we now?

Force24 has provided our brand with a solution that swiftly and expertly provides answers to common problems that would've previously stalled our marketing activity, and potentially taken longer to resolve.

The 24/7 support available provides The Recruitment Crowd team with true peace of mind and we're interacting with customers via hyper-personalised content that they want to consume, and at the times they're most engaged.

Other key results include:

- Since using the SoAmpli platform, we've gained 700-plus LinkedIn followers in 11 months and vastly increased our social media engagement
- The amount of irrelevant or cold touchpoints have been reduced because we're able to drill down our data and focus on who are the hottest leads
- And we've had an uplift in our candidate:placement conversion rate – particularly thanks to our social media outreach programme.

It's been such a success that we're now wanting to grow our marketing team and will eventually be recruiting for a specific email marketing campaign executive who can take charge of our Force24 platform and ensure customers receive hyper-personalised, relevant digital content via their preferred methods of communication.

# Summary

To put it simply, I can't imagine using a different platform for email deliverability and social media scheduling. I believe Force24 is the future of marketing automation and it's provided us with the foundations to further grow our campaign capabilities and continue scaling in the right direction.

# Get in touch

If you want to talk about your marketing  
call us **0845 272 5990** or email  
**info@force24.co.uk**

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**Force24**<sup>TM</sup>  
Marketing Automation

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