



Thoroughly modern marketing: How Carlton Staffing rebranded for growth

As a leader in the Texas recruitment industry for more than 30 years, Carlton Staffing has always had a reputation as a well-respected, high-integrity firm.

When Annette Monks joined the company as President in 2011, she decided to build on her firm's already strong foundation with two new initiatives. First, she invested in LinkedIn to drive recruitment, prospecting, and sales activities, and second, she doubled down on marketing efforts to rebrand the firm.

Those investments have paid off: Annette reports that the firm has seen significant operating profit growth, decreased spend, and improved efficiency. We sat down with her to learn more.

LinkedIn: It sounds like Carlton Staffing is more energized than ever before.

Annette: We are. We have a team with a fresh perspective, and our goal isn't the status quo – it's significant growth year over year. We're a regional company, but we want global domination! For now, we'll start with – let's open another city. That's the feel of the company now, and things like LinkedIn are helping us get there much more quickly.

LinkedIn: Tell us how Carlton Staffing uses LinkedIn for recruiting.

Annette: Different groups within Carlton Staffing use the tools differently, based on their needs.

Our engineering and technical group use LinkedIn Recruiter the most – they even use it on their phones, wherever they go. They have a proactive approach to sourcing, and that's driven success for them. Their direct hire placement has increased 600% year over year, with more than 80% of those candidates coming from LinkedIn. Overall, they're seeing 875% growth on their profit line year over year.

On the other hand, our general staffing group has a more fast-paced environment with a stronger focus on temp placements. That team uses Job Slots more heavily, and their Job Slots help them find candidates they wouldn't have found otherwise.

LinkedIn: And what about on the business development side?

Annette: All of our sales reps have benefitted from using LinkedIn for prospecting. They go to LinkedIn first to identify the right people in specific roles within an organization and to learn more about them before they meet with them.

LinkedIn has helped our sales reps find companies they otherwise would not have found. In the engineering and technical group in particular, about a quarter of our new clients are coming from some sort of communication through LinkedIn.

LinkedIn: That's great. Could you tell us a little about your rebranding effort? It sounds like a great success.

Annette: It has been. We believe that LinkedIn is the place for professionals to go to network – so it made the most sense for us to have a presence there. We started by building our Company Page, and asking our team to link to it and share it with their networks. Our follower base started to grow and we saw a real jump when we added a Career Page and Ads. I'm proud to say that we now have more than 12,000 followers on LinkedIn.

LinkedIn: What advice would you give to other staffing professionals out there?

Annette: It's a matter of utilizing the tools you have. For example, one of my team members recently did a test – he took an hour to do some networking within his network. From just that hour, he got three new clients and six new orders! So it really is a matter of using the tool. When you do, you'll see the results.