



Mitchell Martin Integrates LinkedIn with JobDiva to Drive Long-Term ROI

LinkedIn Case Study | June 2025



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Goals

Increase Hiring Efficiency

Employees

<1K employees

Industry

Staffing

Success Story

Mitchell Martin is a staffing company celebrating 40 years in business. With offices across the US, India, and the Philippines, the company employs 250 staff and generates approximately \$250M annually. In today's competitive recruitment landscape, Mitchell Martin recognized the strategic importance of LinkedIn as a source for top talent. They needed a seamless way to drive more qualified applicants from LinkedIn into their Applicant Tracking System (ATS), JobDiva.

Apply Connect provided the answer. By streamlining the integration of LinkedIn applications, Apply Connect enabled Mitchell Martin to capture valuable candidate data directly within JobDiva. This eliminated the need for manual data entry and set the stage for long-term growth by creating a centralized talent pool.

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"With Apply Connect and JobDiva, we feel we give our recruiters the most advanced platform of tools to be successful."



Stephen Ryerson
Chief Operation Officer

Challenge

Fragmented Application Flow with Limited ROI

Mitchell Martin aimed to bridge LinkedIn applications with their ATS to maintain a complete, accessible candidate database. Managing a high volume of around 250 job orders weekly and a typical 4-6 week contract-to-hire cycle meant optimizing data flow and efficiency was vital for success. A key challenge was maximizing the return on investment (ROI) by ensuring the applicant data captured from LinkedIn was seamlessly integrated and readily available for future opportunities.

Results

Apply Connect Unlocked Scalable Recruiting with Centralized Candidate Data

A Rich Candidate Database for Future Recruiting

All LinkedIn applications are now stored within JobDiva, creating a comprehensive database for ongoing talent acquisition. This "forever talent pool" maximizes ROI by capturing and utilizing valuable candidate data for future opportunities.

Streamlined Workflow

By centralizing applicant information and automating application data transfer, Apply Connect enables recruiters to focus on building strong candidate relationships.

Enabled for Innovation

With increased application volume, Mitchell Martin is looking to explore AI-enabled recruiting strategies. Apply Connect's centralized application data supports these efforts by streamlining workflows and enhancing recruiter efficiency, creating a strong foundation for future innovation.

