



Pegasus Search & Selection partners with LinkedIn to source top talent within Construction globally.

Success Story

Elevating brand presence and securing global talent

Pegasus Search & Selection, a recruitment leader in the Construction, Infrastructure, and Natural Resources sectors, is renowned for its niche expertise. With a solid presence in the UK and established footholds in key international markets such as the US, Canada and Australia, the company was looking to further tap into the global talent pool to better serve its clients around the world.

The goal was clear: to become the first choice for both candidates and companies looking to make a career move or secure top talent within the construction, infrastructure, and natural resources sectors. To achieve this, Pegasus turned to LinkedIn, leveraging the platform to strengthen its recruitment efforts and boost its online visibility. The results were impressive and immediate, with significant improvements in both brand engagement and talent acquisition, leading to 5x return on investment within the first two months, surpassing expectations, and 73x growth in candidates and customers exposed to the brand vs. an InMail only approach. Pegasus' strategy to drive brand awareness immediately transitioned into growth in their followers as well: within the first two months, followers of the brand had increased by 1,271%.





Challenge

Growing brand visibility with a team approach

Pegasus already had a strong presence on LinkedIn, using it daily to engage with potential candidates and clients. However, much of its visibility was tied to its Managing Director, whose personal brand gave the company a competitive edge, but the rest of the team lacked the same level of recognition or influence. This presented a challenge when it came to scaling the company's online presence and positioning it as a trusted recruitment partner in the global market.

Having a strong personal brand on LinkedIn helps recruiters connect with top talent and build trust by sharing their knowledge, joining conversations, and establishing credibility in their field. This makes it easier for them to build genuine relationships with candidates, so they're seen as trusted advisors, not just people filling roles.

To truly expand their reach though, the team needed more than just a strong brand – they also needed the right tools to connect with candidates in the spaces where they are active and make sure they are first to engage top talent before the competition.

To address this, Pegasus turned to LinkedIn's Talent Solutions. They equipped their recruiters with the training and tools needed to grow their visibility on LinkedIn and nurture meaningful connections, helping the whole team build a stronger overall presence and credibility to reach more candidates.

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Results

5x

Impressive ROI

5x return on investment within the first two months, surpassing expectations

33%

Expanded audience

33% of their all-time followers gained in just two months

73x

Enhanced brand equity

73x growth in the pool of candidates and potential customers exposed to the brand, resulting in a 2.2x increase in InMail acceptance rates

1,271%+

Huge follower growth

1,271% growth in followers of the brand



Industry:

Staffing and Recruiting

No. of Employees:

11-50 employees

Headquarters:

Leeds, West Yorkshire



Solution

Leveraging LinkedIn Recruiter to streamline recruitment

Pegasus made LinkedIn Recruiter a key part of its recruitment toolkit. By putting advanced search filters and saved searches in place, the team were able to track candidates based on specific skills, locations, or job titles.

This meant that when someone flagged themselves as "open to work", recruiters got instant notifications, giving Pegasus the edge to reach out first. It also allowed them to find people who might not have otherwise been on their radar, expanding the pool of potential candidates.

The team made the most of LinkedIn Recruiter's other features, like leveraging spotlight filters to hone in on candidates that had been engaging with the brand and where Pegasus knew their likelihood to respond was 2.2x higher, and built-in analytics to measure the effectiveness of their outreach, refine their strategies, and stay on top of recruitment trends.

Using AI to customise messaging and appeal to candidates

Pegasus also tapped into LinkedIn's AI-assisted features to tailor messaging and boost engagement. This approach doubled response rates from candidates who had been exposed to the brand before being contacted, leveraging the foundation of strong brand recognition. With a 40% increase in AI-assisted InMail acceptance rates, recruiters could connect with top talent faster and more effectively.

[Learn More](#)



LinkedIn pairs top talent with amazing companies, grows our brand, enhances credibility, and ensures quicker turnarounds for happy candidates."



Paul Micallef

Managing Director
at Pegasus Search & Selection



Solution

Boosting job visibility and engagement

Pegasus took a focused approach to increasing job visibility by using LinkedIn's Job Slots. The company trialled 51 Job Slots, working closely with LinkedIn to ensure each post was optimised for maximum impact. Advanced targeting options were used to get ads in front of the right candidates, while each post was designed to be visually appealing with clear, engaging descriptions to attract top talent.

To keep performance on track, Pegasus regularly monitored how well the Job Slots were performing, tweaking the approach when needed to improve reach and effectiveness.

Just two months into the trial, the results were already impressive: LinkedIn's Job Slot advertising had delivered a 24x increase in candidate leads compared to its previous InMail-only strategy. By expanding their audience – gaining 33% of their all-time followers in just two months – Pegasus reached more high-quality candidates, significantly reducing time to placement while improving job visibility a win for their candidates and a win for their customers. This strategy drove a 5x return on investment within the first two months, far exceeding expectations.

Upskilling and incentivising staff to encourage engagement

To make the most of the new tools they had at their disposal, Pegasus recruiters were given direction by their LinkedIn account director on how to effectively leverage the increased brand awareness driven by LinkedIn Job Slots and ensure they were prioritising outreach to candidates and potential customers who were engaging with the Pegasus brand.

As a result, they were able to leverage LinkedIn solutions more effectively, resulting in more personalised and engaging outreach. This improved their communication with potential candidates and customers, leading to a 2.2x response rate and new relationships with key targets that were previously unreachable.

Further, Pegasus tapped into recruiters' competitive side by encouraging staff to be more active on LinkedIn. The initiative was simple yet effective, focusing on key metrics like follower growth and overall impressions generated.

To make their LinkedIn activity more authentic and relatable, the team was also encouraged to share personal insights, industry news, and company updates.

This approach not only motivated the team to increase their visibility on LinkedIn but also strengthened the company's overall presence on the platform, helping to attract more candidates and clients.

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