

BUSINESS CASE STUDY

CLIENT - TWOGETHER

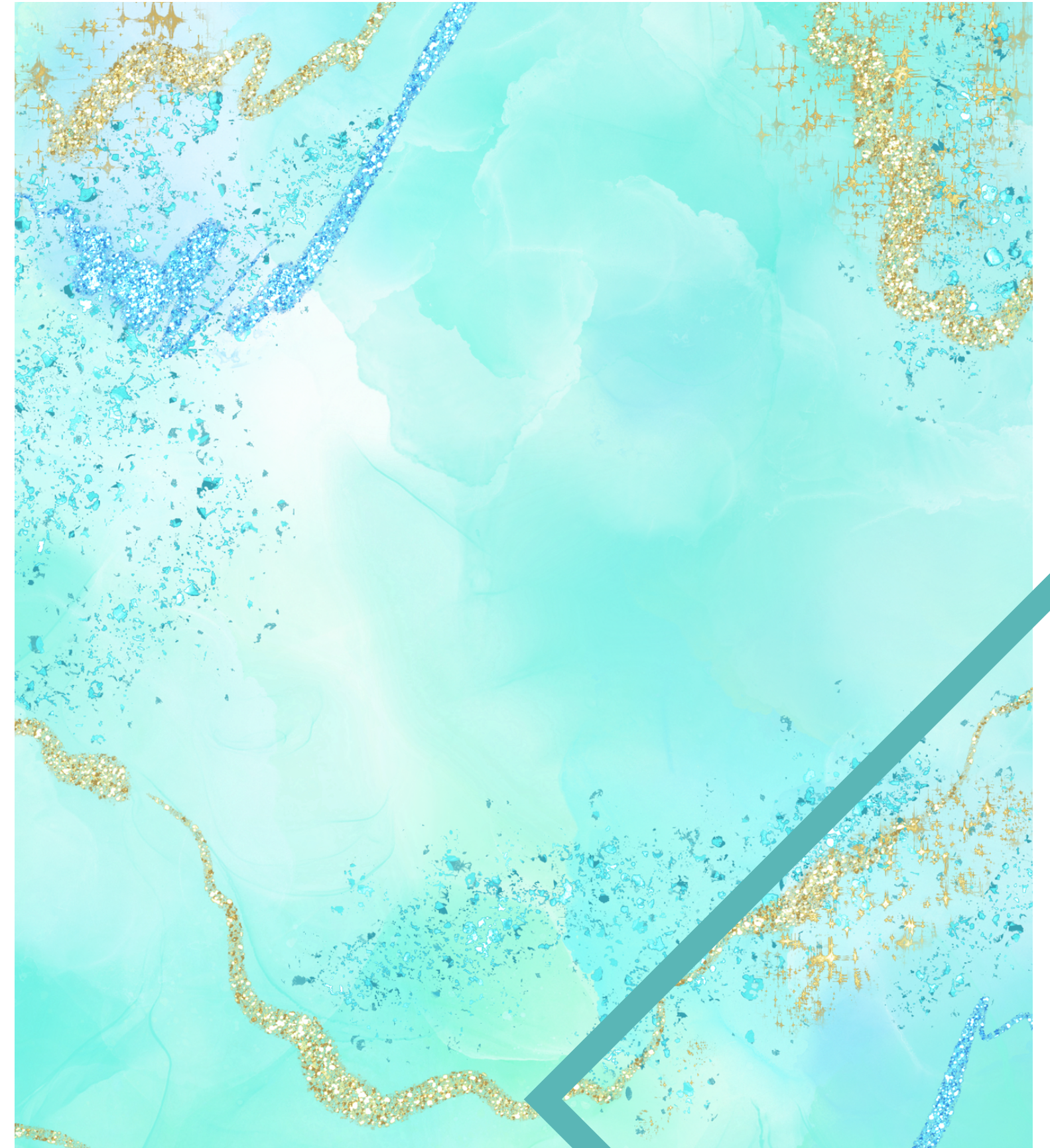




THE CLIENT

Twogether - a fast-growing b2b marketing agency with a global presence.

- Over 200 employees
- Servicing global clients with integrated campaigns
- A focus on channel solutions as well
- A range of solutions including demand, ABM and brand



THE PROBLEM

Over the past few years, they have experienced rapid growth, resulting in a need to hire several staff members during this period.

However, their rapid growth meant that they had to find a recruitment partner who could keep up with their pace of expansion and help them find the right talent quickly.

That's when they turned to Invoke, who came highly recommended by one of their copywriters. They felt that Invoke's deep knowledge and understanding of the agency business made them the perfect fit for Twogether.



THE SOLUTION

1

PART OF THE TEAM

To achieve such a strong partnership, the senior management team at Twogether made sure to include Invoke in any long-term hiring decisions. This allowed them to pipeline the right talent and gave them access to a range of people across the business, which built up their knowledge of what makes a successful hire for Twogether.

2

PROVIDING INSIGHTS

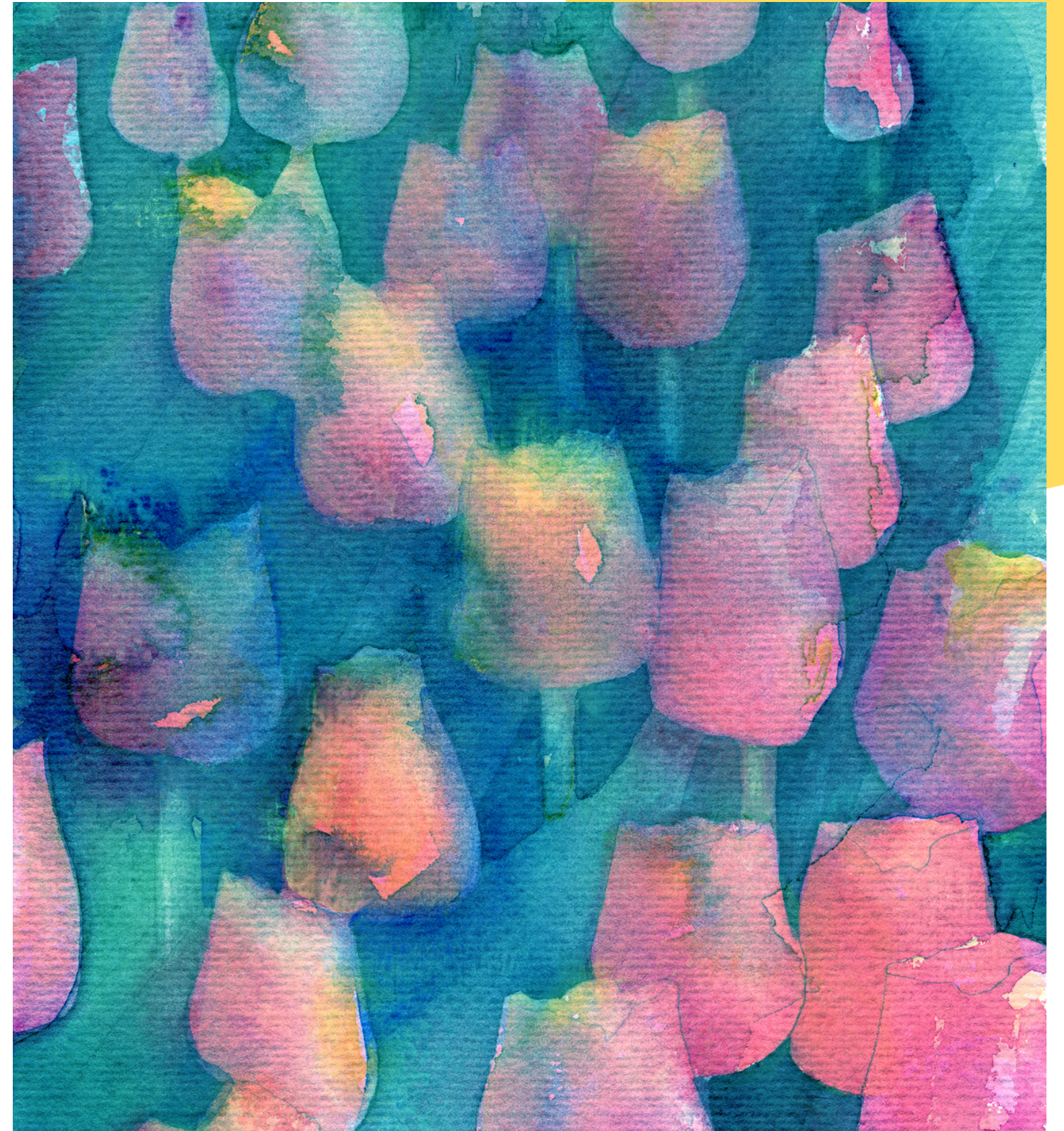
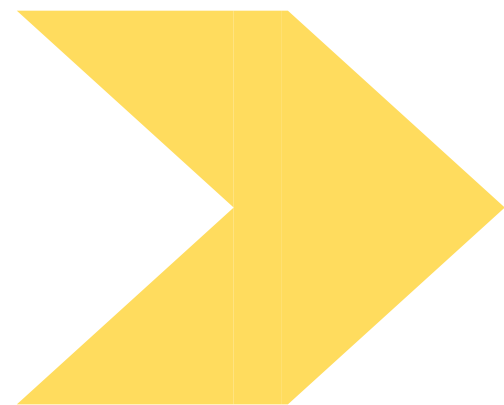
They also provided insights into their vision for the business, allowing Invoke to better understand their needs and culture.



BUILDING A PARTNERSHIP

The partnership between the two companies has been exceptionally strong.

Liz Rafferty, Head of Client Operations had this to say around Invoke's approach



"Jo and her teams deep understanding of the agency business and her ability to spot good talent quickly made her an invaluable partner for Twogether.

They are highly collaborative and honest, providing feedback on candidates' strong points and areas for growth, which helped candidates understand their career path and potential within the company.

Jo's open communication and career coaching approach have consistently helped her stand out from other recruiters and added tremendous value to the hiring process.

As a result, Invoke was able to assist Twogether in hiring over 20 new staff members in just a few years, ensuring they had the right talent to continue their growth.

Jo is very considered about who she puts forward and never gives up in what is a very tough market. On top of all that, she's really nice to deal with. Highly recommended!"

Liz Rafferty, Head of Client Operations



THE RESULTS

CANDIDATES PLACED

To date, we have placed over 30 candidates at Twogether.

SUCCESS STORIES

We have placed over 20 candidates that have continued to excel during their time at Twogether and have also taken leadership roles.



"Working in the strategy department at Twogether was a career pivot for me, but Jo was able to package up those skills and showcase my strengths to the then hiring manager (my now boss!).

It's been a great fit for me and I love working at Twogether. It's a testament to the power of having a recruiter who truly understands the industry and can help match the right candidate with the right job."

Charlie Lawrence, Senior Strategist.

Charlie's success story at Twogether continues to be a source of delight for us. Not only is she excelling in her current role, but she has also taken on additional responsibilities and has begun to move into a leadership position within the company. We couldn't be happier for her and are excited to see where her career with Twogether will take her next.



CONTACT US



+44(0)77392 86911



hello@invokerecruitment.com



www.invoke-consulting.co.uk



London/Milton Keynes

