



English First Case Study

Background

English First (EF) is the world's leading privately owned education company. Founded in 1965, EF operates in more than 50 countries around the world and is one of 16 business units that work under the global umbrella of Education First.

To meet student demand and manage turn over, EF needed to increase visibility of opening in China and in turn increase hires.

Approach

English First turned to LinkUp to sponsor it's China-based openings across the US, Canada and the UK, leveraging LinkUp's performance based pay-per-click recruitment advertising services. LinkUp also optimized the locations of sponsored listings to ensure searches conducted by applicants across each country would render active openings.

Results

LinkUp delivered more than 200 candidates in only one month, fully meeting client expectations.



Industry

Education

Challenge

Increase candidate flow

Solution

LinkUp pay-per-click campaign

Results

Total clicks:

9,371

Applicants:

228

Cost per applicant:

\$11.90