



Personal Branding & Social Selling

Why to KPI

The Evolution of Recruitment

Recruitment has come a long way. While phone calls and emails have always been essential tools, social media—especially LinkedIn—takes it a step further by amplifying your reach and impact. Think of it as building layers: the reach and visibility of social media now support the foundations of cold calling and email outreach. A single LinkedIn post can get your recruiters in front of thousands of people, extending the influence of your team’s calls and emails. On a slower day, LinkedIn posts still reach more eyes than traditional methods alone, and on a great day? Hundreds of thousands of impressions, all without picking up the phone.



The Phone is Still **KING**.

The phone remains the most direct way to build relationships. Social media and emails are there to warm up calls, making prospects familiar with your name and insights.

The COVID-19 shift pushed recruiters to rely more on digital tools, but the goal remains the same: getting people on the phone, but with warmer conversations and stronger connections.

Let’s take a look at how recruitment has evolved over time:



Phone Calls 2000s – 2010s

In the early days, cold calls were the go-to for recruiters. You could reach out to candidates or clients directly, but with only so many hours in a day, you could get through to maybe 10 or 20 people. Personal, yes, but time-consuming and hard to scale.



Reach: 10–20 people per day.

Effectiveness: Good for one-on-one contact, but not great for wider awareness.



Emails 2010s – 2020s

Emails offered a step up, allowing recruiters to reach more people faster. You could send hundreds of emails in a day. But with inboxes constantly filling up and spam filters getting stricter, even the best emails often end up unread.



Reach: Maybe 50 people on a good day.

Effectiveness: Broad but low engagement due to filters and inbox overload.



Social Media 2020 – Present

Social media has changed the game. A single post on LinkedIn can reach thousands, and the network just keeps growing. Instead of calling 20 people or emailing 50, you can reach thousands of eyes with just one post—and that’s without paying for ads. LinkedIn’s organic reach is a massive opportunity for recruiters.



Reach: Hundreds, even thousands, of impressions per post.

Effectiveness: Unmatched visibility and reach, far beyond traditional methods.

The Impact of Consistent Posting



Paiger provides your team with the tools to ensure these opportunities aren't missed, empowering your team to be active, visible, and engaged. Frequently posting valuable content builds the foundation for recruiters to adopt social selling. By regularly sharing insights and engaging with their network, they create opportunities for genuine connections and conversations.

When your recruiters follow the recommended KPI of posting at least 2-3 times a week, Paiger enables them to make a real impact on your business. Let's break it down:



1 post generates around **1,000 impressions** on LinkedIn.



3 posts a week equals **3,000 impressions**.



Over a year, that's **156,000 impressions per recruiter**.

Now, multiply that by a team of 10 recruiters posting consistently on LinkedIn.

That's **1.56 million impressions annually**—all from organic content created and tracked through Paiger, without the need for additional advertising spend.



Why This Matters

To put that into perspective, achieving **1.56 million impressions** through paid LinkedIn ads would cost **£30,000+ annually**. With Paiger, these impressions come organically, simply by making social media posting a consistent part of your recruiters' workflow.

Every post is an opportunity to **connect, build trust, and extend** your brand's reach.

According to LinkedIn's own research, profiles with regular updates are **16 times** more likely to be noticed by potential clients and candidates.

Leveraging Paiger's Reporting Features

Paiger empowers your recruiters to become true brand advocates, driving engagement and visibility across social media. It equips recruiters with the tools to stay visible and relevant in their networks, allowing them to adopt social selling strategies effectively. One of Paiger's standout features is its ability to track how well recruiters are performing against the KPIs you've set. This means you're not just sending posts into the void—you can measure the impact of your team's efforts.

The **Leaderboard** makes it easy to see, at a glance, who's hitting their targets and who might need a little push to stay on track. It provides a clear overview of your team's activity, helping you ensure everyone is contributing to your brand's presence on social channels. You can also plug the leaderboard onto your office TVs, bringing social selling data to the sales floor for the first time.

Leaderboard (Last 30 days)									
POSITION	NAME	EMAIL	DEPARTMENT	PAIGER SCORE	SHARES	JOB	CLICKS	COMMENTS	REACTIONS
1	Patricia Swayze		Construction	156.85	8	22	170	147	497
2	Robert Einstein		Construction	42.05	5	24	63	29	114
3	Dave Armstrong		-	34.6	7	19	25	35	103
4	James Lennon		Construction	33.9	2	19	60	25	80
5	Phil McCartney		Logistics	14.6	2	23	17	15	26
6	Lee Gallagher		Marketing	11.85	6	0	0	5	59



Using the Leaderboard

A healthy Leaderboard shows recruiters actively meeting their social media KPIs.

Here's how you can use it:



Top Performers

Recruiters who post consistently (3+ times a week) and show strong engagement. These are your social media champions.



Mid-Range

Recruiters who post 2-3 times a week but have room to increase their engagement.



Low Engagement

Recruiters posting less than twice a week. These team members might need extra encouragement or support to meet the KPIs.

Paiger Leaderboard Integrates with your preferred **Recruitment Analytics platform**



Conclusion – Getting the Most from Paiger

Why Every Post Counts

Every post your recruiters make strengthens your brand's visibility and fosters client and candidate relationships. Frequent posting lays the groundwork for effective social selling, helping recruiters engage, connect, and build trust with prospects. Paiger enables you to track and celebrate these efforts, turning your team into an extension of your marketing strategies and increasing your reach across social channels without extra resources.

To maximise the impact of Paiger, we recommend setting clear **Key Performance Indicators (KPIs)** for your recruiters. As a guideline, aim for each recruiter to post at least **two to three times per week**. This keeps their profile active within LinkedIn's algorithm and ensures regular engagement with their network.

To get the most out of Paiger, start by identifying your top performers and those who need help.

Next Steps: Celebrate Your Wins

Introducing social media KPIs isn't just about setting targets; it's also about recognising progress. Every post that gains traction is a win, a chance to celebrate the increased visibility of your recruiters and your brand.

Treating KPIs as milestones creates an environment where small victories are acknowledged and shared. When recruiters consistently meet their posting goals, you should highlight their achievements. Recognising effort keeps motivation high and reinforces the value of these daily wins.

This approach not only boosts team morale but also builds momentum. A recruiter who actively engages with their network will see more visibility, form stronger connections, and ultimately achieve greater success.

For more help and support in implementing Paiger and establishing adoption of KPIs, contact your Customer Success Manager.





Win new business, attract candidates
and build personal brands.