



**ALETHEIA**

MARKETING & MEDIA

# CASE STUDY

## SOCIAL MEDIA SUCCESS IN RECRUITMENT

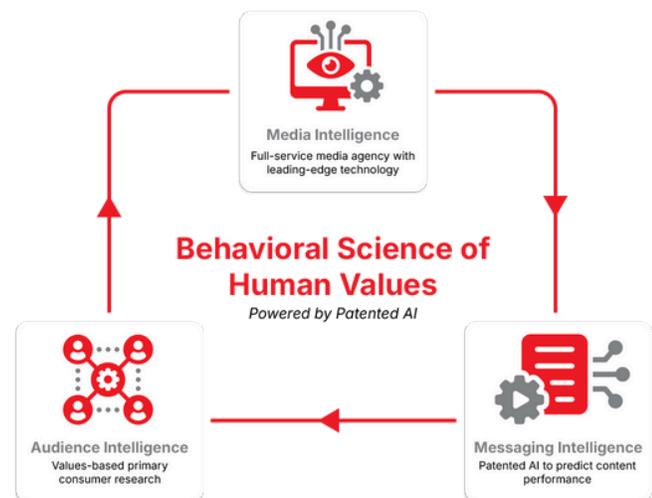
### CHALLENGE

PENETRATE THE GROWING #CAREERTOK NICHE TO CREATE AWARENESS AND REACH ACROSS SOCIAL MEDIA PLATFORMS

Aletheia set out to differentiate our leading staffing agency client from other job-seeking platforms and position the brand as a trusted career solution.

To amplify their social media presence through a data-driven, audience-first strategy, we identified and engaged 15 top influencers specializing in career and financial expertise on TikTok, creating authentic, personal content that highlighted the benefits of using a staffing agency. By combining audience insights, strategic messaging, and media intelligence, we focused on key career moments to reach the target audience.

Through our expertise in **audience intelligence**, strategic creative development, and influencer collaboration, Aletheia transformed Express Pros' social media channels into high-performing platforms for career-focused content, reinforcing their leadership in the staffing industry.



<b>RESULTS</b>	<b>INSTAGRAM</b>	<b>TIKTOK</b>	<b>2 CAMPAIGNS</b>
	<b>ENGAGEMENT</b>	<b>OUTPERFORMED</b>	<b>ENGAGED</b>
	<b>IMPROVED</b>	<b>OTHER CHANNELS</b>	
	<b>2x</b>	<b>3x</b>	<b>500,000</b>