

FDM[★]

Case Study

Professional Services: Founded 1991
Employees: 5,000
Headquarters: London, United Kingdom
Graduate Hires Per Year: 1,100

FDM Group uses Handshake as their #1 platform for engaging with graduate talent

50%

increase in
job postings

70

virtual events promoted
on Handshake last year

1385

candidates identified
through virtual events

"Handshake makes it easy to build relationships with candidates, even at scale. It's the end of mass marketing emails as we know it."

Zoe Mitton

UK and EMEA Head of University
Partnerships, FDM Group

FDM Group creates tech career opportunities for graduates across the globe, enabling them to provide valuable professional services to their clients. Competing against the biggest tech employers in the world, they trusted the Handshake Platform to help them build relationships with top talent by proactively engaging them with personalised, scalable outreach.

Challenges

The UK high-tech industry is hotter than ever, and FDM found it difficult to compete for top young talent with the world's biggest tech brands—leading to long hiring cycles and a lack of high quality candidates.

1. Targeting talent across the UK

FDM needed to reliably source and engage graduates across their core geographical regions of London, Leeds, and Glasgow.

2. Maximising event strategy

FDM wanted to actively increase awareness of on-campus careers events along with their own virtual calendar of events.

3. Developing a deeper connection

FDM was seeking a way to engage with candidates prior to an event or application stage to build meaningful relationships.

Solutions

With the ability to reach top talent within Handshake's network of 200,000 students in the UK, FDM instantly plugged into a global pool of top graduate talent with the click of a button — along with the segmentation, outreach tools, and virtual events platform to build candidate relationships with their brand and score frequent recruiting wins.

For FDM Group, Handshake Premium's customisable platform was the solution:

Reaching more talent, faster and on-demand

FDM uses the Handshake platform to tap into the UK's fastest growing pool of early talent, massively scaling their outreach by allowing them to reach top candidates across many institutions, saving time and expanding their reach over their piecemeal partner university strategy.

Greater understanding for better relationships

Segments empower FDM to understand their candidates on a granular level and move beyond one size fits all mass email blasts. Now, they craft highly personalised messaging and outreach that builds trust, establishes relationships, and propels candidates along their journeys to conversion.

Adding prestige to the brand with virtual events

FDM digitised their events strategy with Handshake, hosting over 70 virtual events in 2021—many of which demonstrated that professional development is core to FDM's brand.

Results

Moving beyond their virtual transition into digital maturity, Handshake is the very backbone of FDM Group's recruiting efforts — and will continue to help drive their growth into the spring recruiting season.



Reach out to learn how to build a proactive recruiting strategy.

ukpartnerships@joinhandshake.com
or
joinhandshake.co.uk/employers/overview

"Now our strategy is proactive with better engagement from our events. It's relational. We've taken ten steps forward with Handshake and improved our ROI."

Zoe Mitton

UK and EMEA Head of University Partnerships, FDM Group