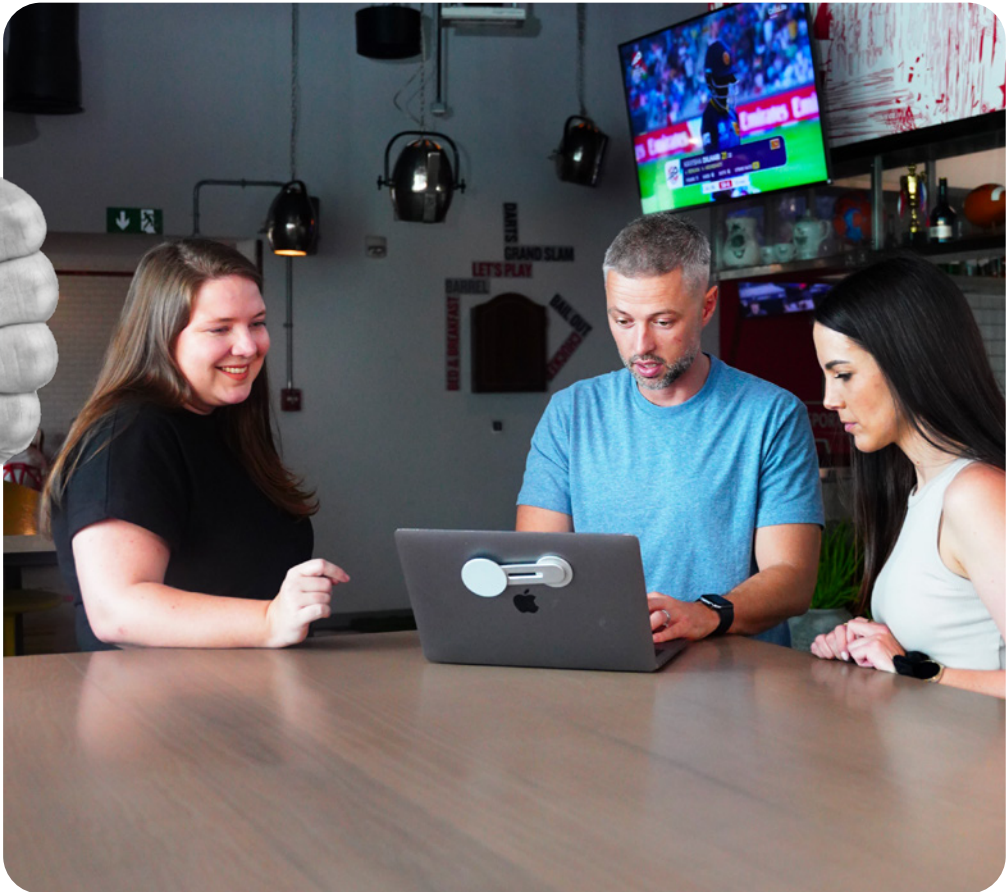


£10M+ **revenue** achieved for our members in the past 12 months

See results in just 6 weeks!



You're probably wasting your time (and money) on LinkedIn

That's right, we said it!

Most recruiters spend their days scrolling LinkedIn and making cold calls, wondering why business won't ever come to them.

Well, what if you could change that?

hoxo



Introducing Hoxo – your personal branding partner

The Hoxo Academy is a live training programme and online community designed specifically for YOU.

Led by our co-founder & CEO Sean Anderson, in just 6 weeks, we teach you how to:

- Enhance your LinkedIn profile and network
- Nurture your network with authentic, top-performing content
- Follow up and convert daily inbound activity

After completing the programme, enjoy ongoing support from your dedicated success coach, weekly live content clinics, quarterly refresher events, 100+ LinkedIn post ideas and prompts, 20+ hours of recorded training, and a supportive community of recruiters.



www.hoxomedia.com

If you are a time-poor recruiter and agency owner looking to maximise your (and your team's) time...

We teach you how to get results by spending just 3 x 30-minute slots each week on LinkedIn.

Yes, it really is that simple!



We work with you wherever you are on your business journey



Startup recruitment businesses or solo recruiters looking to reduce cold calls and drive more inbound business



Boutique/growing recruitment businesses looking to become the leading brand in their niche and want to align and educate their team



Enterprise agencies looking for a scalable, repeatable and proven personal brand training programme to embed into their existing L&D Function

CASE STUDY 1

Exchange Street Executive Search

hoxo



6 figures in 12 months

Exchange Street Executive Search is a small, niche agency in the financial sector with experienced recruiters who've been around for decades. Hoxo helped them improve business development, increase their online network of candidates and clients, and make six figures in deals.



“ If we can do it, anyone can.”

This niche agency has mastered new ways of doing business



6 figures in 12 months

Big wins off the back of 12 months with Hoxo



A minimum of 45% increase in connections.

One consultant grew their network by 200%



“ Digestible and interesting.”

Hoxo Academy training was an easy sell to the team



CASE STUDY 2

Helm Specialist Recruitment

hoxo



Better relationships AND increased revenue

After adopting The Personal Branding Bootcamp methodology, Helm saw an increase in brand awareness, trust, and new business relationships – as well as the rejuvenation of existing and legacy clients.



Nurturing relationships

Strengthened existing client relationships through content marketing and social networking



£165K+ in revenue

Enjoyed a huge increase in revenue since joining The Personal Branding Bootcamp in August 2021



Legacy clients

Reignited interest from historic partnerships by following The Hoxo Academy formula



Thought leadership

Leading the conversation in their sector and they no longer use LinkedIn exclusively for jobs



CASE STUDY 3

Intervl



£1 million from personal branding

Intervl launched in July 2020 and were soon forced to grow the team in order to cope with the increase in inbound business since graduating The Personal Branding Bootcamp For Recruiters.



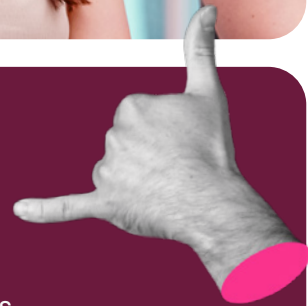
Increased brand awareness

Huge increase in views, engagement, and direct business



£100,000+ in 4 months

Six figure revenue in 4 months from new business "we never knew existed!"



£1 000 000+ since joining our Academy

On average, 2 new clients approach them directly every week



Increased demand

Forced to grow the team to cope with the demand coming from inbound business



Precision Sourcing



\$2 million in revenue in one financial year from personal branding

Precision Sourcing enjoyed a record year since starting their business after the entire team graduated the Hoxo Academy and bought into the methodology behind the Personal Branding Bootcamp For Recruiters.



Biggest year since 2005

The Personal Branding Bootcamp is one of the main reasons for their most successful year



23% of gross profit from personal branding

Precision Sourcing has been able to increase their gross profit by following the Personal Brand Academy methodologies

54% of deals originate from client meetings

The part Hoxo plays in making those meeting pitches credible is significant



Calls are a lot warmer

Since buying into the Personal Branding Bootcamp, candidates and clients they reach out to already recognise them



CASE STUDY 5

Orbition



6 figures since September 2020 through inbound activity

Orbition's founder, Kyle Winterbottom, joined the Personal Brand Academy in 2020 and has since grown his company through content and marketing.



Hit seven figures in 2 years

100% of Orbition's revenue has come from inbound activity



Named Data IQ's 100 Most Influential People in Data 2022

Kyle was the first ever recruiter to be selected



Built a strong and valuable personal brand

Kyle has become one of the go-to players in data analytics



Seen as credible in his market

Kyle is paid to speak at large-scale events and write book reviews and content in his field



Navartis



Personal branding to get more jobs, placements and ROI

Although they are leaders in the white-collar technical recruitment space, when the team at Navartis first joined the Person Brand Bootcamp, most of them were uncomfortable posting on LinkedIn and hadn't put much effort into building their personal brands. This quickly changed.



Better ROI

They've tracked £85 000 worth of placements in 6 months as well as filled 2 internal job roles by following the Academy methodologies



They're getting noticed

They were well-known in Doncaster, and now, the majority of their consultants are also recognised across the UK by potential clients and candidates

Reaching 1000s

They're reaching 1000s of people in their target audience every day and are able to open up conversations with people who are passive



Easier and better conversations

Initial engagement is easier because people are familiar with the team; this makes it easier for them to engage with and convert prospects

CASE STUDY 7

Omera Partners



Hundreds of thousands of \$\$\$ from inbound leads

Danny Hodgson, Partner at Omera Partners, joined the Hoxo Academy at the start of 2022 and has gone from being a passive LinkedIn user to generating at least an assignment a month from inbound leads.



Built a strong personal brand

Used his market knowledge and new content creation skills to build awareness



Receives 5-6 calls and emails a day

From people who recognise and appreciate his content on LinkedIn



Generated over \$200k in 12 months inbound

At least one assignment a month is from an inbound LinkedIn lead



Amassed 70+ hours of views on his videos

His minute-long videos generate thousands of views each



CASE STUDY 8

Norwood



6x increase in LinkedIn views and a lot more inbound leads

Clayton Simons, COO at Norwood, and his team felt an immediate impact after joining the Hoxo Academy.



1M views in year 1

Up from 160,000 across the team the year before



A supportive team culture

Company-wide buy-in and enthusiasm for each other's wins



Brand recognition and reach

A relevant audience built on trust



+500% share rate

Valuable engagement and interest in what they're saying



Branding recruitment agencies and their people, **better**

Effective personal and company branding for the recruitment sector



Start harnessing the true power of your brand.

www.hoxo.com

