

TALENTED

CASE

MAVERICKS

Case Mavericks

Mavericks is a software consultancy that combines the best of two worlds: The income level and freedom of a software freelancer, and employment's safety net, benefits and sales machinery.

mavericks.fi ↗



Challenge

Mavericks' need for new talent is ongoing, but the competition over software talent is tough. Despite its strong employer brand and distinct offering, also Mavericks has had to take action in order to improve its attractiveness as an employer and to answer the growing business demand.

What we did

Talented and Mavericks go way back. Talented noticed that there were hardly any employer options for senior software developers who wanted to earn big without setting up their own companies. An idea of a new software consultancy where consultants would have the income level of a software freelancer was born. The idea became reality in the summer of 2019, when Mavericks was established.

In just two year, Mavericks employed 50 and became a six million business. Since setting up Mavericks, Talented has supported the company's growth in four ways →

1. In-house recruitment consulting

WHY

In-house recruitment consulting is a great temporary fix for situations where a company has insufficient resources for handling large volumes of recruitments, or when a company wants to level up their recruitment competence. When Mavericks has large recruitment needs, Talented's recruitment consultant jumps into Mavericks' recruitment team to help for a fixed period of time.

HOW

With Mavericks, help is typically needed in the early phases of the recruitment process. This means that Talented's recruitment consultant will focus on activities like sourcing, contacting and screening the candidates.

RESULTS

Example case: In the spring 2021 Mavericks wanted to hire multiple Fullstack Developers due to grown demand. Talented was there to help, and five high quality candidates got through the recruitment consultant's screening and were forwarded to Maverick's recruiter, who took care of the rest of the process.

2. Employer branding & marketing / June - August 2021

WHY

Recruiting software talent is difficult due to the overheated market. In order to stand out from competitors, activities that support company's recruitment play a crucial role. For Mavericks that meant marketing and employer branding activities that were to raise brand awareness, keep Mavericks in the top of mind of prospective employees, and reduce the costs of sourcing.

HOW

The very first task that Talented jumped into was updating both the textual content and visuals for Mavericks' new website. After the new website was launched, Talented focused on creating a marketing calendar and planning, implementing and scheduling blog articles and organic social media content for six months ahead. Content included employee introductions and both professional and employer branding articles.

Talented's consultants also planned and conducted a three-month-long summer recruitment campaign simultaneously with the other activities. The summer campaign had a loud and clear message: **Instead of paying headhunters a 6000€ success fee, Mavericks would pay it to developers who succeed in convincing the company to hire them.**

- Textual and visual updates for Mavericks' new website
- Creating blog articles and organic social media content for the next six months
 - Employee introductions
 - Professional articles
 - Employer branding articles, e.g. salary model
- Summer recruitment campaign
 - PR
 - Print advertising campaign
 - Landing page
 - Paid digital marketing
 - Organic content production on social media

RESULTS

- Content production
 - Website traffic grew **+238%** during June-August compared to the previous three months
 - 8 blog articles written
- Summer recruitment campaign
 - 5800 landing page views
 - 164 website visitors through posters' QR codes
 - Four publications in media: Tivi, Yrittäjät, Tekniikka&Talous, Talouselämä
 - 40 applicants
 - 6 signed contracts

→ **40 applicants**

→ **6 signed contracts**





3. Recruitment as a service

WHY

Mavericks is looking to double its headcount in 2022. To reach the ambitious goal, Talented helps Mavericks to build the candidate pipeline.

HOW

Talented helps Mavericks with the early phases of the recruiting process. That includes sourcing, conducting the first interviews with candidates, and connecting the potential ones with Mavericks' recruiter. In addition, Talented has checkups with Mavericks' sales on a weekly basis in order to stay up to date with the project pipeline and what kind of profiles are needed.

- Sourcing
- First meeting with candidates
- Connecting potential employees with Mavericks' recruiter

RESULTS

The goal of the cooperation is to get 1-2 high quality candidates introduced to Mavericks' recruiter on a weekly basis. That means 5-10 great candidates and potentially 1-2 successful recruitments a month.

→ **5-10 top notch candidates/mo**

→ **1-2 recruitments/mo**

Mavericks

- Established 2019
- 10 employees at the end of 2019
- 31 employees at the end of 2020
- 68 employees at the end of 2021
- Aiming for 120 employees during 2022

“Talented has played an essential role in Mavericks’ growth journey by creating both candidate volume and quality content.”

Jouni Jaakkola
CEO, Mavericks





Talented

To prosper in the digital future, winning the talent war is a paramount. That means succeeding across the entire employee lifecycle – attracting, recruiting and retaining the best IT professionals. Talented helps organizations to do exactly that through Talent Acquisition and building exceptional recruitment practices and distinct Employer Brands.

Talented, Mavericks and New Things Co are now Witted companies. Witted helps companies to build their software capabilities through software development consulting, developing recruitment processes and employer brand, and recruiting IT professionals and executives.



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