

# Talented

## Leaders for tomorrow

Hunt Scanlon  
**GLOBAL 40**



### LinkedIn: Our star network



# +11K

**Followers on LinkedIn in 2023.**  
Since 2023, our number of followers increased +3K.

# +195K

**Of content impressions annually on LinkedIn.**  
Our reach is global.

# +15K

**Of page visits annually on LinkedIn.**  
How often we are sought after.

# +6K

**Of reactions on our posts annually on LinkedIn.**  
Content that engages is our key!

Besides LinkedIn we are present in:



### The digital presence of our community

# 53

LinkedIn pages of our fully and co-branded partners.

55%  
Facebook

30%  
Instagram

Partners are present on...

26%  
X (Twitter)

99%

LinkedIn

13%  
YouTube

Our entire community reached out to

# +426K

FOLLOWERS in 2024

### Talented.com: The power of our website

# 172K

**Of pageviews in 2024.**  
Since 2023 we maintain our views over 170K.

# +61K

**Of active users in 2024.**  
Since 2023 we have increased +9K users.

# +37K

**Of blog visits in 2024.**  
Since 2023 we have increased +16K blog visits.

# 53

**Blog articles in 2024.**  
In 2023 we posted 39 blog articles.

### The marketing practice group: Adding value to our network

Open group within our network that works actively developing campaigns and initiatives for all.

# 32

**Group members.**  
From different countries and backgrounds.

# 5

**Special Guests.**  
Outside our network.

# 16

**Main group campaigns and initiatives since 2022.**  
Support for the entire network.

### Our Talented Community says



The marketing campaigns and initiatives within Talented have a high value for us as partners, they help us to be more visible and to carry out high-impact actions in our companies and as a community. That is why Italy is present in the marketing practice group!

- Gianluca Gioia (CEO, MCS Selection/ Talented Italy)



The campaigns we run within the Talented marketing practice group make a real difference across the entire network. We're not just using big words. At Popcorn Recruiters, we've noticed an increase in reach and engagement on our social media channels. Our Talented-related posts have seen a boost in impressions, indicating that we're gaining attention.

- Amina Baždar (Recruitment Marketing Associate, Popcorn Recruiters/ Talented Western Balkans)

More info [talented.com](https://talented.com)

