

**OVERVIEW:**

GIA Technology came to Splash Media to find technology consultants who are seeking a career change and also to find clients who are looking to hire talent on an hourly contract basis.

**MILESTONES:**

- Engaged with Splash Media since February 2011
- Total blog visits at 1228 through the end of July, including 258 alone to the Career Opportunities page we set up on the blog.
- Doubled Facebook fans
- Social Media accounts for **100% of their web traffic** in July.
- We've sent **122 people to the contact us page** on the website (Feb-Aug), and **124 people to the jobs page**.
- **LinkedIn is the #1 referrer** to the website. Blog #2, Facebook #3, Twitter #8.
- Created a targeted group on LinkedIn that now has over **600 members**
- Grew GIA Technology Founder Christi Birch's LinkedIn Profile connections from 330 to 1549.
- **First page of Google** for at least nine top key phrases:
  - o IT workforce solutions
  - o #C onion architecture
  - o Computer related entry level jobs in Dallas Fort Worth
  - o Developer tools IT DFW
  - o DFW IT professionals
  - o DFW IT staffing
  - o Employee referral IT Dallas
  - o Entry level jobs in Dallas TX hiring
  - o Job market in Dallas 2011

**FEATURED SUCCESS STORY:**

Christi Birch, Account Executive and Founder of GIA Technology, sent us a job position she needed to fill. We wrote a blog regarding the job opening, using targeted key phrases to optimize it for search engine rankings, and then posted it in all of Christi's LinkedIn Groups, her personal LinkedIn profile, and in each of the company's social media platforms: LinkedIn Group, Facebook and Twitter. In only a few days the response she received was overwhelming and we gathered more than nine leads from LinkedIn alone.

**HIGHLIGHTS**

- A Dallas IT consultant and CIO mentioned GIA Technology to his 8,780 followers.
- @JobTX is now listing GIA's job openings on Twitter.

**RESULTS:**

- Received **16 leads** from LinkedIn
- **Blog traffic increased 80%** since the first job posting
- During that same time period visits to the **website increased 34%**
- LinkedIn became the **#1 referrer** to the GIA website
- To date, social media has generated **more than 50 leads**, of which 80 percent came from job candidates and 20 percent came from clients who were looking to fill job openings.
- That translates to about **15 NEW leads per month**

**CLIENT PROFILE**

## GIA Technology

**Background**

GIA Technology is a full service IT staffing agency that has been serving the Dallas/Fort Worth Metroplex since 2008. GIA offers full time and contract opportunities and support to individuals who are seeking careers in the IT industry. Specifically, GIA strives to:

- Use technology to provide efficiency to their Clients through i Demand, an innovative proprietary program designed to provide efficiency and save time in the hiring process.
- Provide a Service and flexibility to our Clients that is true and honest.
- Bring the art of recruiting into the future.

**Website:**

<http://www.giatechnology.com>

**Social Sites:**

 [facebook.com/GiaTechnologyInc](https://facebook.com/GiaTechnologyInc)

 [@GiaTechnology](https://twitter.com/GiaTechnology)

 [youtube.com/GiaTechnology](https://youtube.com/GiaTechnology)

 [/blog.giatechnology.com](https://blog.giatechnology.com)

# Details

## Top Referrers to GIA website

**Social media accounted for 100% of all web traffic in July!**

LinkedIn is the #1 referrer to the website. Facebook is #3, Twitter #7 and the blog #8.



**IT Workforce Solutions**  
About 12,800,000 results (0.22 seconds)

[Xerox IT Solutions | Xerox.acs-inc.com](#)   
xerox.acs-inc.com/IT-Outsourcing  
Discover Opportunities w/ Strategic IT Solutions. Learn More Today.

[Information Technology | NetworkLogic.net](#)   
www.networklogic.net  
Affordable Pricing Makes It Easy To Have An "In House" It Department!

[IT Workforce Solutions](#)   
www.itwfs.com/ - Cached  
**IT Workforce Solutions.** We deliver IT solutions to a wide range of clients in Telecommunications, Financial Services, Insurance, Banking, Biotechnology, ...

[Workforce Solutions](#)   
www.wrksolutions.com/ - Cached  
**Workforce Solutions** is a comprehensive human resources provider serving the 13-county Houston-Galveston Gulf Coast region. We help area employers solve ...

[Volt Workforce Solutions - Volt Information Sciences, Inc.](#)   
www.volt.com/volt+workforce+solutions.aspx - Cached  
**Volt Workforce Solutions** today announced that it is a winner of the 2011 Veterans Employer of the Year award from the California Employer Advisory Council ...

[Workforce Consulting: Technology Management Consulting: Volt...](#)   
www.volt.com/ - Cached  
**Workforce Consulting: Technology Management Consulting: Database Services ...**  
 Show more results from volt.com

[IT Workforce Solutions: Payroll Services | Contractor Compliance](#)   
www.synergishr.com/workforce\_solutions.html - Cached  
Our **Workforce Solutions** services give support to your HR staff by providing: recruitment outsourcing, payroll and contractor compliance.

[MDI IT Workforce Solutions Jobs in Greenville | Glassdoor.com](#)   
www.glassdoor.com/.../MDI-IT-Workforce-Solutions-Greenville-Jo... - Cached  
8 MDI IT **Workforce Solutions** jobs in Greenville. Search job openings, see if they fit - company salaries, reviews, and more posted by MDI IT Workforce ...

[IT Workforce Solutions South Plainfield, NJ 07080 - YP.com](#)   
www.yellowpages.com/south...nj/.../it-workforce-solutions-1523476... - Cached  
Get directions, reviews, payment information on **IT Workforce Solutions** located at South Plainfield, NJ. Search for other Computer Network Design & Systems ...

[IT Workforce Solutions | GIA Technology](#)   
blog.giatechnology.com/it-workforce-solutions/ - Cached  
GIA Technology, a DFW provider of **IT workforce solutions**, asks for more information to start a customized staffing plan based on their **IT workforce solutions**.

**DFW IT staffing**  
About 753,000 results (0.11 seconds)

[Need a Good IT Recruiter? - Hiring? | CyberCoders.com](#)   
www.cybercoders.com  
Have our Tech Recruiter Fill Your Job Quickly - Guaranteed!

[IT Support Staffing | MilestoneSystems.com](#)   
www.milestonesystems.com  
Highly Specialized IT Professionals To Support Your Company's Goals!

[IT Staffing Benchmark | Infotech.com](#)   
www.infotech.com/Industry-Reports  
Get your free **IT staffing** report, See what your peers are doing.

[DFW IT Staffing](#)   
www.dfwitstaffing.com/ - Cached  
May 24, 2010 - **DFW IT Staffing** is presenting a topic near and dear to our hearts - Job Postings. Now, before I receive emails and replies to my article ...

[IT Professionals « DFW IT Staffing](#)   
www.dfwitstaffing.com/content/it-professionals/ - Cached  
DFW Career Support Groups. Career Care St. Andrew United Methodist ...

[New Years Article « DFW IT Staffing](#)   
www.dfwitstaffing.com/content/uncategorized/new-years-article/ - Cached  
Jan 12, 2011 - Here we are 12 days into the new year and I can tell you ...

[One thing \[Overloaded\] Corporate Recruiters .... DFW IT Staffing](#)   
www.dfwitstaffing.com/.../one-thing-overloaded-corporate-recruiter... - Cached  
Mar 15, 2011 - **DFW IT Staffing** is proudly powered by WordPress, Installed ...  
 Show more results from dfwitstaffing.com

[Dallas IT Staffing Leader](#)   
maxyssolutions.com/about-us - Cached  
In **staffing** IT positions for companies throughout the Dallas/Fort Worth market, our chief objective is to build strong relationships between IT ...

[Dallas IT Consulting Managed Services IT Outsourcing Dallas Texas](#)   
www.paranet.com/ - Cached  
**Dallas IT Consulting Managed Services IT Outsourcing Dallas Texas.** For nearly 20 years, ... Fractional Outsourcing, **Dallas Texas** IT Consultant ...

[Dallas IT Staffing - Dallas Tech Recruiter](#)   
brandonbarber.net/archives/tag/dallas-it-staffing - Cached  
This is a posting I am borrowing from Kevin Womack at **DFW IT Staffing** -http://www.dfwitstaffing.com/content/. Great info working with VMS as a candidate. ...

[Dallas and Fort Worth IT Staffing Firm Tears the Facade of the IT...](#)   
  
www.youtube.com/watch?v=Ube\_k4HBHf0  
2 min - May 12, 2011 - Uploaded by giatechnology  
If you've been in IT for more than 3 years or if you've worked with technical **staffing** firms in the last 5 years, you've probably seen a ...

# Details

### Rick Rene (ITValueCreator) ✕

<b>Bio</b>	<b>Timeline</b>	<b>Mentions</b>	<b>Favorites</b>	<b>Insight</b>
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**8,780** Followers  
**8,656** Following  
**1,377** Updates  
**33** Klout

 [Report Spammer](#)

**Location:** Dallas TX - Serves US West  
**Bio:** IT Consultant Transforming IT for Value. Past CIO leading over 400 resources/ Over 15 Yrs Svc to Technology Leaders. Agile, Cloud, BI etc. Also @BlessedToTeach  
**Joined Twitter:** Tue Jun 09 00:42:36 +0000 2009

<http://www.matrixprofessionalservices.com/>  
<http://twitter.com/ITValueCreator>

[Follow](#) [Unfollow](#) [DM](#) [Reply](#) [Add To List](#)

 **GIATECHNOLOGY:** @ITValueCreator What is one thing that makes a great CIO?  
2:37pm, Jun 22 from Web

 **ITValueCreator:** @GIATECHNOLOGY Great leadership combined with innovation.. Ohh, is that 2? :-)  
10:40am, Jul 06 from TweetDeck

### Follow Up



**Richard Mazelsky** - President

To: Christi Birch

Date: June 16, 2011

I'm running a search for an Acct Exec for a prestigious IT staff aug. company in Dallas. They prefer someone with 3+ years experience with direct sales experience in IT staffing. Salary and commission is strong. Can we set up a time to have an exploratory discussion on this?

Rich

[Reply](#)

### RE:IT Opportunity



**Diego Ferrero** - Information Systems Consultant for Utilities - Independent

To: Christi Birch

Date: July 21, 2011

You and Diego Ferrero share a network or group.

Would you consider a professional with GIS background and 8+ years experience implementing GIS and EMS for Electric Utilities for a Tester position, but with no experience in SmallWorld products? I am currently living in Miami but willing to relocate. Please let me know, I would be more than happy to send you my resume.  
Regards,  
Diego Ferrero

[Reply](#)