



LOCATION

San Francisco, CA

NO. OF EMPLOYEES

360

INDUSTRY

Personal Finance

NerdWallet Showcases Its Brand Personality and Bolsters Recruiting with LinkedIn Pages

Challenge:

Given the level of competition, recruiting high-quality tech talent is a constant challenge for any company operating out of Silicon Valley. NerdWallet, an app and website that provides personalized, unbiased and actionable personal finance guidance to consumers to help them make smart money moves, is always on the lookout for prospective team fits. Connecting with the right people and conveying the brand's nerdy culture are top priorities.

“LinkedIn is the best social media channel for us to reach potential employees and recruits.”



Julianne Rowe

Communications at NerdWallet

Solution:

NerdWallet uses LinkedIn Pages to share company news and raise general market awareness, but particularly values the space as a tool for recruiting. This is where the organization's social strategy diverges on LinkedIn compared to other channels.

“LinkedIn gives us an opportunity to showcase our nerdy culture to recruits, which we don't necessarily get the opportunity to do on other platforms,” according to Communications Manager Julianne Rowe.

She says that NerdWallet's top-performing posts often highlight the office culture, including quarterly updates on corporate social responsibility initiatives.

“We're building recognition of our company and talent brand among industry peers. Through LinkedIn, we've even been able to reach VP-level members. That's not easy to do anywhere else.”



Vivian Chen
Brand Marketing at NerdWallet

Results:

LinkedIn has been instrumental in helping NerdWallet attract the right talent to build its staff. Rowe says one approach that's been especially effective on the platform is amplifying the voices of NerdWallet employees, who can speak genuinely to the experience of working there. This also helps create visibility among their connections, which is beneficial.

“It's more transparent and authentic to have company updates come from actual people in the company versus an unknown voice,” says Rowe.

Visit business.linkedin.com/marketing-solutions/company-pages to get started with LinkedIn Pages