

# Danske Commodities cuts costs and targets the right talent with LinkedIn

## Highlights

Danske Commodities' weekly job post on its Company Page consistently drives between 200 and 600 people to its Careers Page.

LinkedIn impacts 54 percent of Danske Commodities' new hires, with 550 people hitting the 'Apply' button on its Job Slots every month.

After less than a year, Danske Commodities already has an impressive Talent Brand Index of 39 percent.

## Profile

Danske Commodities, based in Denmark, is a European energy trading company. Founded in 2004 by entrepreneur Henrik Lind, the business has grown rapidly from just two employees to more than 470 in just ten years.

## The Challenge

Prior to using the LinkedIn Recruiter tool, Danske Commodities already had a strong local brand. Considering its rate of growth, however, the company needed to find a way of building a strong international employer brand and a faster and more cost-effective recruitment model.

In the last year alone, Danske Commodities' staff grew by 104 percent, which equated to 200 new recruits. In addition, the main type of people Danske Commodities was looking for changed from university graduates to more experienced professionals.

'We are a young organisation and have grown very quickly meaning we now need to recruit more experienced people in support roles to ensure our future growth,' says Ditte Østergaard, Recruitment and CSR Coordinator.

## The LinkedIn Solution

Danske Commodities started using LinkedIn Recruiter tools in June 2013. The business case made by LinkedIn resonated strongly with the company owners, and after posting out some initial Job Slots, the potential was obvious. Less than a year later, LinkedIn impacts more than half of all new hires and 550 people hit the 'Apply' button on Danske Commodities' Job Slots every month.

'We use recruitment ads so that the views generated come from the right talent,' says Teddi Vinqvist, 'and we use Sponsored Updates for broader employer branding.' Teddi is one half of the digital communications team at Danske Commodities: Tine Arhøj, online editor, makes up the other half.

When it comes to the Company Page, the digital team has found that 'consistency is key' for building the company's follower base, which has grown from 2,000 to 8,000 in just 10 months.

This now means that the weekly general job posting regularly attracts between 200 and 600 clicks through to Danske Commodities' Careers Page, helping the company to meet its voracious demand for talent.

'LinkedIn has proved to be very cost effective. We use it more than any other channel and it's our number one source of applications.'

**Teddi Vinqvist**  
Social Media Manager, Danske Commodities

### Real-world recruiting benefits

'As a business to business company, we're very excited about working with LinkedIn,' says Teddi. 'Our peers are good at talking to businesses, but LinkedIn lets us speak directly to the people who make up those businesses.'

LinkedIn is already proving a cost-effective model for recruitment and the team is looking to use more of the LinkedIn Recruiter tools to develop a more effective talent pipeline.

And the benefits and opportunities for Danske Commodities don't stop there:

#### Targeted talent

'Recruitment ads and targeted page views allow us to target the exact kind of talent we want to attract and expose them to communication that is relevant to their specific area of expertise,' says Teddi. Danske Commodities now receives more relevant applications, helping it to fill roles faster.

#### Optimisation

The digital communications team experiments with different types of posts on the Company Page and has found that pictures with smiling employees looking straight into the camera lens have the most engagement. 'The metrics highlight what works for us,' says Teddi.

#### Improving strategies

Teddi and Tine also use the metrics from LinkedIn to report to the business and review specific employer branding and recruitment targets. 'The analytics help us see what

we're good at and where we need to improve,' says Teddi.

'For instance, we've discovered we're having difficulties recruiting finance people through LinkedIn, so we can begin to refine our strategy.'

#### Boosting engagement

Ninety five percent of Danske Commodities' employees already have a personal LinkedIn profile that is linked to the company, and around 5,000 people look at those profiles every month. Teddi and the team plan to initiate internal training to help make the most of that network and further boost the company's reach.

#### Specialist advice

Before entering into a partnership with LinkedIn, Danske Commodities received help from a LinkedIn strategist from the Stockholm office. 'The LinkedIn team has been really professional and proactive,' says Teddi. 'They're focused on strategy, very hands-on and they know what they're doing.'

'Overall, LinkedIn has become very important to us,' says Teddi. 'We've been very impressed so far and there's a lot more we plan to do with it.'

### LinkedIn user tips

- Use real photos of real employees on your posts, rather than stock photos.
- Be sure to post consistently. For example, the team runs a general job round up every Friday without fail.
- Target your recruitment and employer branding at people, not businesses. Learn to talk as if you are speaking to an individual in your posts.

For more information

<http://www.linkedin.com/company/danske-commodities>

