



How Halian used LinkedIn to develop a targeted content strategy and increase brand awareness among highly-skilled talent

Success story

Finding skilled talent that can transform business in a rapidly advancing world

With more than 27 years of experience in the talent acquisition industry, Halian has come to understand the importance of innovation. The company – which has more than 1,000 employees – operates in more than 33 countries, providing IT outsourcing services, managed service teams, consultancy, and search services to a variety of clients in a breadth of sectors.

Whilst Halian started life as a tech talent specialist, it has widened its offer to include digital and financial verticals and now services clients in healthcare, renewables, commerce, fintech, property, construction, and telecoms.

The company has evolved since its inception in 1996 and provides agile, practical solutions that transform businesses and promote growth. But whilst the company now focuses on more than tech, it still appreciates that tech has never evolved so fast. Therefore, the demand for highly skilled and talented individuals who can help businesses rapidly achieve their potential has never been so high.



Challenge

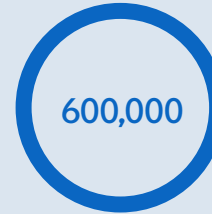
Attracting talent in a competitive and truly global marketplace

With 12 offices located in Europe and the Middle East, Halian has an unrivalled understanding of the global recruitment market. However, with innovation and technology driving changes in the workplace – including how we work, engage, and interact with audiences and target markets – the need to find the most adaptable, forward-thinking, and skilled talent is notable.

Halian’s dedicated recruitment teams are located across the globe and work tirelessly to attract talent for its high-profile clients. But with demand for advanced skills at an all-time high, Halian requires talent and lots of it.

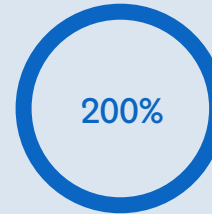
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Results



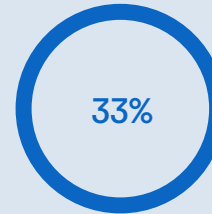
Mega impressions = huge visibility

Halian’s Company Page receives 600,000-page impressions a month. That’s a total of 6 million per year, on average.



Increase in Job views

Job views have increased by more than 200% year on year.



Above average InMail acceptance rates

33% – Halian’s InMail acceptance rates are above average with some members of the talent acquisition team achieving rates of up to 60%



Solution

Developing a content strategy that increases brand awareness

Halian was already working in partnership with LinkedIn but realised that there was potential to leverage more of the LinkedIn Talent Solutions tools. It migrated to LinkedIn Enterprise – taking ownership of several LinkedIn solutions, including LinkedIn Recruiter, LinkedIn Job Slots, and LinkedIn Career Pages – and soon started to reap the benefits from a breadth of enhanced marketing and brand awareness campaigns that increased Halian’s presence within its chosen markets and enabled Halian’s recruitment teams to hire more effectively.

Patricia Maroto Gómez, Marketing Manager at Halian, explained: “When I joined Halian in September 2022, one of the first things I did was look at the content that we were posting on LinkedIn. It was clear that we were not using the LinkedIn platform properly. We weren’t pushing jobs or looking for candidates.”

Things had to change, she continued: “I put in place several different strategies using both our Career Pages and using Job Slots and created a hashtag – #halianlife – so that I could track who was being proactive and using the tools at their disposal.

“For instance, I created a specific social media pack for LinkedIn, which I distributed to our teams, that included templates, suggested copy, and images that team members could copy and paste and schedule a week or month in advance.”

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LinkedIn has been an invaluable tool, playing a pivotal role in our success. Through its extensive network of professionals and precise targeting options, we have connected with key decision-makers in our target industries, reached our ideal audience with tailored messages and content, and opened doors to new business opportunities. This has resulted in increased brand awareness, higher engagement rates, and a significant boost in lead generation and conversions, forging strategic partnerships that have significantly contributed to our growth.”



Patricia Maroto Gómez

Marketing Manager
at Halian

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Highlighting company culture with a one-in-four formula

Patricia worked hard to create Halian's content strategy. She developed a one-in-four formula. Halian content was posted daily. To attract the right talent, Halian's LinkedIn feed featured a blend of polls, pictures, and team activities depicting #halianlife but only one out of every four posts could "sell".

The integration of highly relevant and relatable content into Halian's Career Pages fuelled a significant increase in brand awareness. she continued: "As a marketer, I believe employer branding is very important. Our content is informative and it's about our team and our company values. We want to show talented professionals that we have a great working environment and value teamwork."

Patricia encouraged team members to post content that would attract top talent. She also worked with Halian's senior management team to deliver "personal branding sessions", advising the company's leaders on LinkedIn best practices, creating authentic posts that shone a spotlight on #HalianLife so that they could lead by example.

Promoting DEI and providing inspiration

Patricia says that harnessing LinkedIn Talent Solutions' tools and combining them with the new content strategy has had a huge impact on how the business is viewed both externally and internally. Employees are more engaged, especially as social posts raise awareness of team accomplishments, positively showcasing the company.

[Learn more](#)

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LinkedIn has revolutionised our talent acquisition process at Halian. With its vast professional network, we have been able to identify and connect with top-tier candidates across various industries and roles. The platform's advanced search filters and recommendations have enabled us to quickly find qualified talent, resulting in faster hiring processes and a stronger team.”



Tiago Schmidt

Talent Acquisition Manager
at Halian

“The posts are authentic and because of that they get a lot of traction,” she explained. “This is great news because when a potential candidate sees such posts, they don’t just see a job, they see a history, a positive company culture and content they can relate to.”

Halian’s content strategy and brand awareness campaigns include posts that promote diversity, equality, and inclusion (DEI), women in leadership, sustainability, and diverse leadership teams.

But what’s also interesting is the internal website she created that features inspirational ideas for social posts.

“If a manager or leader wants to post something on LinkedIn but they don’t know what to post they can just go to our internal site and grab an idea.”

Authentic messaging = increased external and internal engagement

Patricia works alongside Tiago Schmidt, Talent Acquisition Manager at Halian. Together, they educate Halian’s recruitment teams on how to create effective LinkedIn posts that don’t “sell”.

“It’s not about selling,” she added. “It was previously one of the talent acquisition teams’ biggest mistakes. They just posted about jobs all the time, but you have to showcase the company.”

Tiago concurred: “When you look at other companies and Company Pages on LinkedIn, it’s very easy to have a curated but static Careers Page. One of the things that we do well, which is very important, is getting our employees engaged with the content. Yes, it’s great to get

interaction from external people but we have great internal engagement. Our employees are responsive and share praise and positive feedback. This encourages people to continue to interact and engage with posts especially as we also praise and reward positive feedback.”

Achieving above-average results

Halian’s employer branding work and best practice is exemplary and are demonstrated in truly positive statistics. For example, Halian’s new content strategy has resulted in a 210 per cent increase in Company Page views in just eight months and followers have increased by 225 per cent in the last eight months too.

Halian’s talent pool has increased from a 15 per cent application and 38 per cent completion rate in August 2022 to a 22 per cent application rate and 65 per cent application rate in June 23. Undoubtedly, LinkedIn has had a hugely positive impact on the business. Time to hire has decreased, LinkedIn has influenced 78 per cent of all hires and Halian has an above-average InMail acceptance rate too.

Patricia said: LinkedIn Talent Solutions’ tools have positively impacted our hiring and recruiting processes. We are more efficient in sourcing and screening candidates and we can reach a larger talent pool in less time.”

She concluded: “I strongly believe that by increasing our brand awareness, we have changed how top talent view Halian. We have always been a recruiter of choice, but now we are front of mind, and that’s because skilled professionals can see positive messaging and authentic company culture, and that’s the kind of company they want to work with.”

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