



AND Digital uses disruptive methods to attract top talent.

SUCCESS STORY

Close collaboration between marketing and human resources has helped **AND Digital** successfully recruit top tech talent. The teams have built their talent pipeline by posting videos and stories on LinkedIn—helping candidates become familiar with the company, even before roles are open.



100% direct hires

Follow-up growth on all social media channels is surpassing goals, helping AND Digital achieve 100% direct hires.



Capturing more connections

The company's "Coffee AND Code" campaign (a branded coffee van visiting hotspots for technical and digital talent in London) more than doubled its LinkedIn followers.



Driving audience engagement

Social channels build the talent pipeline, giving candidates a clear sense of company culture early in the process.



THE CHALLENGE

Standing out in a highly competitive market

AND Digital had aggressive hiring goals, expecting to add over 140 people each year while building on a unique corporate culture. Its primary location for recruitment, London, is a competitive market where it can be difficult to find talent with the right mix of technical and people skills.

THE SOLUTION

Creating engagement with employer brand campaigns

The AND Digital strategy starts with a collaborative working relationship between recruitment and marketing. The groups work together to leverage social channels to build their talent pipeline, helping candidates become familiar with the company, even before roles are open. The company's [LinkedIn Career page](#) is filled with videos and stories that take people behind the scenes to experience life at AND Digital. And [Sponsored Content](#) is used to distribute these stories to the right candidates.

[Learn more](#)

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The engagement we're driving on LinkedIn and other social tools is enabling our teams to compete for some of the most sought-after talent in London, whilst still maintaining the culture that's crucial to our proposition.



Rachel Harvey

Recruitment Lead
AND Digital