



# How Group Delta stands out in a niche industry.

## SUCCESS STORY

Competing for highly skilled technical people in a competitive niche industry, **Group Delta** needed a strategy that would help it stand out in a sea of larger companies. An employer branding campaign on LinkedIn helped the company attract more high-quality applicants. And LinkedIn Recruiter gave the recruitment team a tool to identify people who may be ready for a career change.

+62%

Growth in Career Page followers

+42%

Increase in job applicants

58%

New hires sourced through LinkedIn



## THE CHALLENGE

# Fueling growth in a niche industry

Group Delta competes against much larger companies for the same highly skilled, highly educated technical professionals. These people tend to stay with employers for years, or even entire careers, and are difficult to recruit. As Group Delta prepared for planned growth, its small recruiting team needed a strategy for conveying company values, upcoming projects, and its career value proposition to industry professionals.

## THE SOLUTION

# Building an employer brand

To attract specialized talent, Group Delta built an employer brand. New client projects and career opportunities are now promoted on its [LinkedIn Career Page](#), and the company regularly engages with followers. Openings are posted on LinkedIn, providing the company great exposure. And Group Delta relies on [LinkedIn Recruiter](#) to source candidates. Recruiter helps identify candidates who've been in their role for a while, signaling they may be open to change.

[Learn more](#)

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When you're a small recruitment team, you need to be where the talent is. LinkedIn is worth the investment because our talent uses, and trusts, LinkedIn. It helps us engage the talent we need.



**Susan Larrañaga**

Human Resources Manager  
Group Delta