



LLOYDS BANK

How Lloyds Banking Group revitalized its employer brand.

SUCCESS STORY

After the 2008 financial crisis, trust in financial institutions was low. Committed to the immense positive social and economic impact it believed it could have, **Lloyds Banking Group** sought to create an employer brand to reflect that focus, as well as Lloyds' investment in technology and digital banking. Highlighting the employee value proposition—"together we make it possible"—Lloyds leveraged LinkedIn to share employee stories to attract and engage the right candidates.

4x

Increase in content engagement

+80%

Growth in LinkedIn followers

+30%

Boost in LinkedIn Company Page visits



THE CHALLENGE

Creating a technology-forward employer brand

Lloyds Banking Group's investment in new technology meant the company needed to attract skilled people at all levels of experience. To do so, the talent acquisition, branding, and culture teams sought to change perception about the 250-year-old institution and build an employer brand that reflects its commitment to building a collaborative, agile, and fast-paced business.

THE SOLUTION

Employee advocacy

The teams knew they' would need to attract individuals with new skills and experiences, individuals that might not have previously considered an opportunity at Lloyds or in the banking sector. Stories are shared directly by employees using [LinkedIn Elevate](#), the employee advocacy platform, and through [Sponsored Content](#).

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A key pillar of our corporate strategy for the next few years is building a business that's more collaborative, agile, and fast paced . . . in order to make this happen, we had to attract the right people with the right skills, at all levels of experience.



Nichola Clyde

Group Talent Acquisition Director
Lloyds Banking Group

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