



AppSense®

“AppSense is an evolving, growing business and the ability to fill complex roles effectively is vital to our ambitions. We needed a long-term partner and a long-term talent strategy and LinkedIn is proving a really strong fit for that.”

Kerry Farren
Global Talent Manager,
AppSense

Building an employer brand on LinkedIn is helping AppSense to differentiate in a highly competitive sector

Highlights

- AppSense’s Follower Campaign increased Followers by 66% to just under 5,000 in less than a year
- A shared cross-departmental vision between global sales, marketing, and recruiting ensured AppSense’s focus on elevating their brand presence was central to LinkedIn activity, and as a consequence went beyond just engaging talent but into the realms of customers & potential investors too
- 25% of all hires within the last year have been directly sourced through LinkedIn Talent Solutions
- 20% of all employees arriving in the last year have been introduced to AppSense through the company’s LinkedIn Careers Page
- After a year of working closely with LinkedIn on developing its employer brand, AppSense now fills 60% of its roles directly; previously, 60% of roles were filled through third parties

Company profile

AppSense is a global technology company of 500 employees, headquartered in Sunnyvale CA with major hubs in the UK, EMEA and ANZ. AppSense’s user virtualisation technology enables businesses to provide a secure working environment in any location, greatly improving employee productivity.

Business challenge:

Filling complex, specialist roles effectively is vital to AppSense’s continued success. Yet to do so, the business must compete with many of the world’s largest and most respected technology brands, all of which fish in the same talent pool of specialist software engineers, account managers and sales teams. To compete, AppSense needed an employer brand that would put it near the top of the consideration list for in-demand individuals. When Kerry Farren joined AppSense as Global Talent Manager in July 2012, she recognised LinkedIn as the ideal platform for building that brand.

“Historically, our recruitment was very dependent on third party providers and our name was not as well-known as the big software companies competing with us for talent,” explains Kerry. “One of my key objectives was to look at leveraging social media more effectively to take more direct control over our recruitment. LinkedIn was the stand out solution for us.”

LinkedIn solution:

Kerry worked with LinkedIn on a strategy for building and managing AppSense's employer brand whilst reaching out to passive candidates to build a robust and niche talent pipeline. AppSense's long-term vision to boost its Followers and LinkedIn presence was deliberately designed to heighten its standing as an employer and company of choice in a highly competitive talent and business industry.

Targeted Careers Page for specialist candidates

Creating a personalised Careers Page was an important early step in the employer brand strategy, enabling AppSense to showcase company culture and deliver relevant content and employee testimonials to prospects based on the function in their LinkedIn profiles.

"An EMEA-based Inside Sales representative needs very different content to a sales manager in Australia or a software engineer in California," explains Kerry. "Targeting the content of the page to present different types of information has helped us generate greater engagement and click-through."

Follower campaign to build engagement

AppSense worked with LinkedIn on a Follower campaign to boost the reach of its network and help to build direct relationships with prospective talent. AppSense Follower numbers have reached 5,000, significantly exceeding the campaign's target of 3,000. Company Followers are 40% more likely to respond to an email from that company, providing AppSense with a warm pipeline of talent.

Leveraging existing employees for talent acquisition

A key pillar of AppSense's LinkedIn strategy is to activate employees as talent brand ambassadors, encouraging them to engage on LinkedIn and share opportunities with relevant contacts in their networks. Getting the message out internally helped to increase the number of employees with LinkedIn profiles from around 350 to 467 in under a year.

To support its role as talent brand ambassadors, AppSense runs Work With Us ads on its employee profile pages, spotlighting relevant roles for any potential candidates viewing those profiles.

Precision targeting through LinkedIn Recruiter

The targeting capabilities of LinkedIn Recruiter have enabled Kerry's team to focus on a smaller number of highly suitable candidates. "The complexity of the roles we are trying to fill is the real challenge," she says. "Through LinkedIn we can directly target individuals with specific skill sets to see if they are interested or know people in their networks who are. This enables us to narrow the search down to five or six people in the right location who have the skills we need – and that's a big improvement over sifting through responses from job boards."

Taking talent management offline

AppSense has used LinkedIn to help take its talent pipeline management offline, advertising recruitment evenings where candidates can meet up with existing employees and hiring managers. "We'll get together, have some beer and pizzas and just mingle," says Kerry. "It's all part of ensuring that the candidate experience is a positive one, whether we end up hiring them or not. The end result is that we've got a pipeline of warm talent and people we can engage with when a similar vacancy comes up."

Measuring success through Talent Brand Index

AppSense uses LinkedIn's Talent Brand Index to benchmark its performance against other technology companies – and talent brand strength is now used as the major KPI for its recruitment strategy. "I really love those figures," says Kerry. "I can see where we are versus different subsets of companies and it's very encouraging that we are ranking in the top four for both large and small software brands."

For more information visit business.linkedin.com to learn how you can source top candidates on LinkedIn.