



Coloplast boosts its brand and streamlines its recruitment with LinkedIn

Highlights

Coloplast's followers on LinkedIn have increased from around 5,000 to nearly 21,000 in just one year.

LinkedIn is influencing 23 percent of Coloplast's new hires.

LinkedIn has helped to build Coloplast's employer brand and improve its Talent Brand Index rating.

Profile

Coloplast, headquartered in Denmark, operates in more than 50 countries and has more than 8,500 employees globally. The company is a specialist in intimate healthcare, developing products and services that are sensitive to the needs of those with very personal and private medical conditions.

The Challenge

Having previously relied on ad hoc employer brand promotion and multiple recruitment methods, Coloplast needed a more strategic approach to it due to the fact that they need to hire 7,000 people over the next five years. One of the ways was investing in LinkedIn - an easy-to-use platform where they could build and increase the reach of its employer brand but also streamline its recruitment system.

Being a global company, operating in more than 50 countries, Coloplast wanted an approach that would provide a more systematic and targeted engagement with prospective employees. The company also hoped to engage its existing employees in the recruitment process in order to attract relevant, qualified candidates and attain a higher retention rate.

Using LinkedIn to realise these goals was an obvious choice.

The LinkedIn Solution

'We started with the whole package,' says Alison Egeberg, Head of Global Organisational Development at Coloplast. The company bought five Career Pages, 51 Targeted Job Slots and three ad campaigns.

Operating five unique Career Pages, Coloplast ensures it delivers relevant and targeted messages to prospective employees across the globe. The company delivers corporate stories in English, but posts about local happenings in the local language, posting around 10 targeted updates a week.

Coloplast makes use of LinkedIn's job wrapping service too, pulling vacancies from the Coloplast website and posting them on LinkedIn, 'which is a big time-saver administratively speaking,' says Alison.

LinkedIn's targeted ad campaigns are also proving very effective at attracting a growing number of relevant professionals to Coloplast's Career Pages.

Ultimately, LinkedIn is giving Coloplast the reach and targeted recruitment tools it needs to continue growing.

'LinkedIn gets more and more user-friendly and I like that.'

Rikke Krag Jespersen
Employer Branding Manager at Coloplast

Real-world recruiting benefits

Joining LinkedIn in November 2012, Coloplast set three key performance indicators (KPIs) to measure its success: to increase its employer brand; to support sales growth, and focus recruitment through LinkedIn.

LinkedIn has helped Coloplast hit these targets and many more besides:

Tangible, visible return on investment

LinkedIn analytics allow Coloplast to see the immediate impact of its campaigns and content on follower numbers. 'This is the major benefit of LinkedIn versus other platforms,' says Alison. 'You get so many analytics and you can adjust your strategy accordingly. It supplements our initial KPIs, helping to show how far we've progressed.'

A real partnership

'Our LinkedIn account manager is really helpful, says Alison. 'She's always sharing best practices and key data points.'

A responsive team

'It's the little things that make LinkedIn work very well for us,' says Rikke Krag Jespersen, Employer Branding Manager at Coloplast. 'I found an issue with an app on the website and they responded and fixed it within 24 hours. They're listening to input and trying to improve the platform for both users and paying clients.'

Streamlined, targeted recruitment

LinkedIn helps Coloplast attract top talent across the world, and makes sourcing very specific hires much simpler. Recently needing to hire for a critical position? in China, LinkedIn helped Coloplast turn a typically costly and time-consuming task into a quick, simple process.

For Alison, LinkedIn just keeps getting better. 'LinkedIn is really great. The company is actively helping its customers to develop and is consistently refining its platform to stay competitive. It remains the place to be for professionals.'

Better internal engagement

Coloplast has also successfully increased its internal engagement, meaning its employees are promoting and extending the reach of the employer brand. 'LinkedIn was able to support us with stats, which really helps when talking to the management team,' says Alison. 'It gives you the numbers to back up your argument!' Within a year of use, the number of employees using LinkedIn has gone from just under 2,500 to more than 3,800.

Building a valuable talent pool

In just one year, Coloplast's LinkedIn followers have increased from 5,000 to more than 21,000, giving Coloplast a large pool of potential talent.

Making an impact

Coloplast's efforts on LinkedIn are now impacting 23 percent of its new hires.

LinkedIn user tips

- Create plenty of content and target it toward specific profiles and countries.
- Use targeted ad campaigns to drive traffic to your Career Pages.
- LinkedIn is about more than just recruitment. Use it to promote your employer brand.
- Every employee should be a recruiter. Get your workforce active on LinkedIn.

For more information

<http://www.linkedin.com/company/aker-solutions>

