

## Maersk Drilling hires smart with LinkedIn's laser-guided recruitment tools



Maersk Drilling supports global oil and gas production by providing high-efficiency drilling services to oil companies around the world. Maersk Drilling is a core part of the A.P. Moller - Maersk Group, a global energy, shipping, retail and manufacturing organisation with 110,000 employees, offices in 125 countries, and headquarters in Copenhagen, Denmark.

### The Challenge

In 2009, Maersk Drilling implemented a new strategy that required an additional 3,000 employees by 2018.

With a global customer base and a requirement for highly skilled specialists, the company faced a huge recruitment challenge that defied traditional methods.

Trade fairs and exhibitions were expensive and increasingly ineffective. Worse, there was no way to measure their return on investment (ROI).

*'It's very costly to have people go to a trade fair with a booth and some leaflets,' says Fredrik Tukk, Head of Communication, Branding and Marketing at Maersk Drilling. 'What's the effect? Where's the value? How do you measure that?'*

Similarly, newspaper ads didn't reach the right people and proved prohibitively expensive given the global scope. *'Few people have the sort of specialist experience we're looking for,' says Fredrik. 'We have to go out and find them and convince them that we are the top employer in the industry. Being a smaller player in our industry we need to work harder to spread our reputation among the key recruitment targets in our industry.'*

*'There's a tight global community of offshore drillers. They know each other and they have a network,' explains Fredrik. 'If we can tap into that network we can recruit very cost-efficiently.'*

They needed a better recruitment solution. This is where LinkedIn came in.

### Highlights

- Maersk Drilling receives a monthly average of 269 applications via LinkedIn.
- There is a 60 percent conversion rate amongst the recruitment leads that have visited Maersk Drilling's website via LinkedIn.
- LinkedIn has helped to build Maersk Drilling's employer brand. Their Talent Brand Index has increased from seven percent to more than 20 percent in less

*"A lot of people are reluctant to use social media for recruitment. They do what they've always done. But they can't deny the results – better quality people with little cost."*



**Fredrik Tukk**  
Head of Communication, Branding & Marketing

## The LinkedIn Solution

Initially, Maersk Drilling's human resources (HR) team thought that qualified prospective recruits weren't using LinkedIn. *'But LinkedIn came back to us with a list of potential candidates and they were spot on. They proved us wrong,'* says Fredrik.

Maersk Drilling quickly signed up for the Silver Package with 15 Targeted Job Slots and one LinkedIn Recruiter license.

Fredrik and his marketing team now run the channel alongside the HR team. *'It's very successful,'* says Fredrik. *'We publish posts every week on our company page and careers pages to express who we are as a company; it's not just focused on jobs. This helps us to build and attract a community that might not be looking for a job now but might be in the future.'*

Maersk Drilling also makes full use of InMails to send messages directly to potential candidates' mailboxes. *'We sent out 350 InMails for one vacancy for a driller - a key skill and hard to find - and we have 70 really good candidates and have already hired one of them,'* explains Fredrik. *'The hit rate for finding a very scarce resource with 10-15 years experience is very good. Via LinkedIn we have found 70 of them - that's tremendous.'*

In short, LinkedIn has allowed Maersk Drilling to tap into their target community, providing them with a wealth of qualified talent.

## Real-world recruiting benefits

Maersk Drilling only signed up with LinkedIn last year but has quickly profited from it:

- **Clear ROI**

*'If we can find just one recruit for a senior position, that pays our whole investment in LinkedIn for the whole year,'* explains Fredrik. *'The same goes for junior positions: if we find just five recruits at that level, it pays off.'*

- **Increasing conversion rates**

Ten percent of Maersk Drilling's website traffic comes from Facebook and five percent via LinkedIn. But the conversion rate - the number of people who go to their vacancies page - tells a different story. 60 percent of LinkedIn leads visit their vacancies page compared with only 30 percent of visitors from Facebook. *'So a LinkedIn visitor is twice as valuable,'* says Fredrik.

- **Laser-guided recruitment**

Fredrik's team gets a monthly average of 269 applications via LinkedIn, the majority of which come from the classic oil cities - Stavanger, Houston and Aberdeen. *'If you put an ad in a newspaper, anyone and everyone can apply. But we don't want just anyone,'* says Fredrik. *'These are the right people with the right interests and the right skills; they're high quality people.'* The HR team can focus solely on these valuable applications, saving both time and money.

- **Building an audience**

In just one year, Maersk Drilling's LinkedIn followers have increased from 2,700 to more than 20,000, giving Fredrik a large pool of potential talent. *'That's the cool thing with LinkedIn; it's a long-term investment compared to a job board or newspaper ad where people forget you after they've read it. On LinkedIn they can follow you and they keep following you - you can build a community.'*

For Fredrik, LinkedIn is the ultimate recruitment tool. *'In a normal day, I get 50 emails from people via LinkedIn saying, "this is cool - how do I apply?" And that's from posts where we don't even have job adverts. This is ideal recruitment: the people we want come to us.'*

## LinkedIn user tips

- Create plenty of relevant content and be active on LinkedIn Groups.
- Create video testimonials for your Career Pages.
- Don't make your LinkedIn presence all about jobs. Promote your company's values, assets and benefits.

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