



LinkedIn has rapidly become one of Alyasra Fashion's top resources when it comes to recruitment. The ability to target talented and skilled people in the industry was a huge draw for us; our partnership has been vital in terms of engaging with the precise audience we want to interact with and has even reduced our hiring costs by approximately 32%.

Peter Castella
Chief Operating Officer
Alyasra Fashion

Alyasra Fashion's innovative approach to employer branding through LinkedIn

People make 60% of their buying decision before they ever interact with a brand, and the same is true when it comes to seeking or considering a new job. This is why it's crucial to have a strong employer brand in place.

The bottom line impact is real: a strong employer brand reduces cost per hire by up to 50% and lowers turnover rates by 28%*. Alyasra Fashion, a regional fashion retail leader headquartered in Kuwait, with a portfolio of over 60 high-end fashion, footwear and accessories brands, has been working on establishing a strong employer brand for the last two years, and so far, the results have been outstanding:

- 10x increase in followers in 1 year
- A 32% reduction in recruitment costs
- 35% of HQ hires sourced from LinkedIn

"If you're looking to establish a brand presence that will firmly position you in a modern and fast-moving industry, LinkedIn is invaluable in helping you reach the best talent" Mohammed Arikat, Corporate Marketing & CRM Manager, Alyasra Fashion.

Their key to success has been an employer brand built around their unique work culture, combined with an active social media strategy.

*What's the Value of your Employment Brand? lnkd.in/valueofEB

How Alyasra Fashion built their employer brand

When Alyasra Fashion was founded in Kuwait in 1993, they could hardly know they'd be hiring over 2000 employees as they expanded into 8 different markets in the region, including Kuwait, Saudi Arabia, Iraq, UAE, Lebanon, Qatar, Jordan and Bahrain. But as the company grew and extended their range into footwear and accessories, they discovered that while people knew the different brands they carried, they didn't know the company itself, which was often confused for their sister company Alyasra Foods.

This was one of Alyasra Fashion's biggest challenges, raising awareness about their parent company and unifying all their franchise brands under one main umbrella.

Alyasra Fashion caters to many segments of the market, from premium to affordable, with countless different brands that include DKNY, Jimmy Choo, Koton, Fossil, Vital and Ecco, to name a few, so they had to figure out a way to stand out in a crowded retail market and attract new talent. They decided it was time to get serious about their employer brand.

“To differentiate ourselves, we had to work internally, enhancing our work environment and culture and promoting our company values. We reached out to in-demand employees who would add value while being a good fit,” said Mohammed. Using LinkedIn was the solution in order for Alyasra Fashion to position themselves as a young, fresh, trendsetting company and raise awareness about their organizational structure. Here are some of their steps towards success:



Utilizing a customer-centric approach

Alyasra Fashion’s first priority is their customers. “You can go to any Alyasra Fashion outlet and you will see something special about how we treat our customers,” said Mohammed. One of Alyasra Fashion’s biggest rebranding efforts was for ON TIME, a store selling over 70 different brands of watches and accessories. This idea began with great customer service and by focusing on the customer experience in store. “Our customers would walk in to the store to buy a watch and would be greeted by friendly stand stylists, who were happy to recommend a watch. We then took this idea further and expanded on this special service to create the concept of time stylists, who help customers choose a watch that’s unique to their personality, taste and style. If you’re coming to buy something as personal as a watch, we try to make it a perfect fit for you. It’s not about selling, but about providing maximum customer satisfaction. This was much appreciated by our customers, in fact, customer satisfaction increased to 97%. This drives us to be innovative,” said Mohammed. Adopting a customer centric approach has allowed Alyasra Fashion to add value to its customer base and differentiate itself from competitors.



Reaching the right audience by providing the right content

Alyasra Fashion utilized a content marketing approach to not only reach the right audience, but also to position themselves as a trusted advisor, sharing industry insights and news.

By providing quality content using LinkedIn’s targeted tools, such as sponsored updates and recruitment ads, Alyasra Fashion was able to reach the right people with relevant messages at the right time. “LinkedIn is one of the best tools I’ve seen in my eight years of marketing. If you look at the demographics of our followers you will see they are exactly the right mix in terms of age, industry and position in companies – this proves that our targeting and advice from LinkedIn’s team was on point and helped us reach where we want to be,” said Mohammed.



Leveraging passive candidates

80% of LinkedIn users are passive candidates who are not actively looking for a new job but this doesn’t mean that they wouldn’t be interested if the right opportunity came along. “With LinkedIn, you can target passive candidates by industry, company, region, title, experience and more, which has changed the quality of our recruits to a much higher caliber. You can also find candidates that suit your internal culture and can be an effective part of your team,” said Hassan El Dika, Regional Recruitment Manager for Alyasra Fashion.

The unprecedented results of Alyasra Fashion's efforts:

With their long-term content-focused social media strategy, Alyasra Fashion was able to position themselves as an employer of choice in the MENA region. This has resulted in:



10x increase in followers in 1 year:

With an established employer brand and social media strategy, Alyasra Fashion's followers increased from 3,000 followers (1 Oct 2014) to over 36,000 (30 Sept 2015). Followers are an organization's future talent pool and Alyasra Fashion has understood that early on. "This has made it very simple for us to approach passive candidates from all over the world who are already aware of what we do and where we operate. Our employer brand is one of our biggest wins," said Hassan. Alyasra Fashion has also been focusing on creating awareness in new markets, particularly competitive ones like the UAE. "Currently around 25% of our followers are from the UAE, which proves we are on the right track," said Mohammed.



32% reduction in cost to hire:

Since the company targets applicants on LinkedIn, there's less need for external recruitment agencies and greater access to passive talent. "With all the benefits offered by LinkedIn, such as job postings, saving projects, reminders, etc., targeting the right talent and increasing our percentage of successful hires is much easier," said Hassan. Alyasra Fashion was able to reduce their cost to hire by 32% by focusing all their efforts on utilizing the different tools offered by LinkedIn such as LinkedIn recruiter.



Higher quality of talent with 35% of HQ hires sourced from LinkedIn:

With LinkedIn, Alyasra Fashion can approach highly suitable candidates with specific skills sets to see if they (or others in their network) are interested in a position with the company. "First by receiving updates and job postings, our company followers become part of our candidate pool, which allows us to choose from the highest caliber of candidates," Hassan elaborated. "LinkedIn is also the best tool to approach seniors who only share their professional profile on this platform, and we have enjoyed successful hires through it," continued Hassan.

A piece of advice from Alyasra Fashion

“ *LinkedIn elevates recruitment quality to a complete different level, which definitely has its positive impact on your organization* ”

Hassan El Dika, Regional Recruitment Manager, Alyasra Fashion

