



ICONIC

Size: 400 employees

Industry: Online fashion retail

Description: THE ICONIC is Australia's largest online fashion and sportswear retailer based in Sydney.

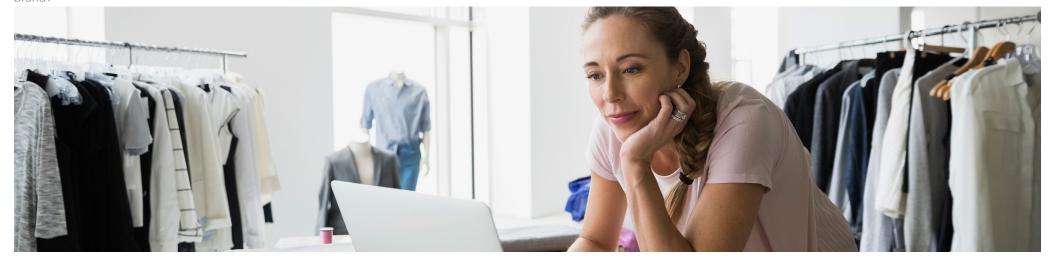
Evolving a fashion brand to include a technology-based employer brand

THE ICONIC uses LinkedIn Talent Solutions to better position itself as a technology employer.

Being one of Australia's most respected online fashion retailers is complex when you're trying to hire outside your incredibly strong consumer brand. Significantly, how do you let prospective employees know that, in addition to being known for the best in fashion, you're also a legitimate tech brand?

THE ICONIC, which develops its own digital platforms inhouse, has an entire floor in its building dedicated to more than 50 in-house app developers and engineers. In a rapidly growing online retail business, premium tech talent is a top strategic priority.

Katy Harris, Talent Acquisition Manager of THE ICONIC, says the business uses the strength of its brand to find fashion professionals. However, talent pipelines haven't historically been equipped to secure the best employees for departments such as technology and business intelligence.



"As we've evolved over the years, LinkedIn has played an essential role in ensuring we're tailoring our employer brand and recruitment strategy to reach the right people for the right roles, no matter where they are in the world."







INCREASED OVERALL LINKEDIN FOLLOWING

Highlights



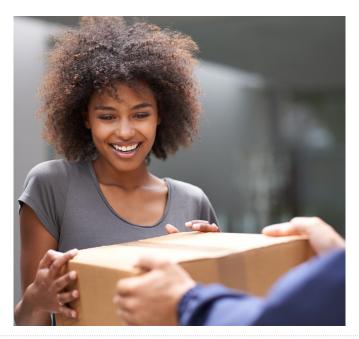
Harris generated great results by using the free solutions on LinkedIn, then saw a significant acceleration of results when THE ICONIC bought into Talent Solutions.



Harris cites LinkedIn Talent Solutions as being the "main incubator to THE ICONIC's success".

Lessons learned

- Talent branding is paramount to the success of recruitment in a small team with a low budget. It really is the bread and butter of what recruitment is these days. Recruitment is marketing."
- 2 "Apply pull marketing methodologies in the same way your marketing department does by using blogs, videos, SEO, social recruitment these are all things that now need to be in the tool belt of any successful recruiter."
- THE ICONIC's top three industry followers are now retail, IT and services, and apparel and fashion, due in part to this new strategy.



Results



Raised Talent Brand Index from 4% to 37%.



Doubled engaged members from 35k to 74k in 12 months.



Increased overall LinkedIn following by nearly 10,000 since leveraging LinkedIn Talent Solutions.

Nimble recruitment for a modern brand

Describing talent branding as the "bread and butter of recruitment", Harris quickly realised that THE ICONIC could better represent itself as a technology employer through LinkedIn Talent Solutions. It was already one of the major online shopping retailers of choice - why not translate that to the technology world too?

Harris says appreciating the importance of talent branding is fundamental to succeeding as a modern recruiter. Talent branding provides a better platform for finding the best talent in niche areas, such as app development and engineering, she says. Talent branding increases engagement, conversion of candidates and hiring success, as well as reducing hiring time. THE ICONIC has seen huge payoffs in these areas, with Harris citing LinkedIn Talent Solutions as "the go-to for content on how to be a successful talent acquisition manager".

As a result of using LinkedIn, THE ICONIC's Talent Brand Index increased from 4% to 37%. The business also increased its engineering audience by 30% in 12 months, demonstrating LinkedIn's ability to help their brand better communicate and engage with relevant professionals.

Creating talent pipelines in all departments at THE ICONIC was one of the key goals in overhauling the reactive recruitment model to a proactive one. THE ICONIC continues to see huge results with this approach - the business is finally reaching relevant candidates and continuing to gain traction as an employer of choice across industries.

"There was a silent talent brand voice," Harris says. "I really needed to switch on that talent brand voice and start marketing us as an employer of choice in those lesser-known spaces."

She attributes part of this challenge to having a small recruitment team that's always trying to do more with less. Given this limitation, she cites the importance of lean recruitment tools such as LinkedIn, which allows her to use algorithms and targeted advertising techniques to find the right people.

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