

How EIMS scaled multilingual tech sales hiring with LinkedIn Career Pages

Success story

Building a high-quality, multilingual sales talent pipeline

EIMS is a global sales and marketing services provider working with some of the world's leading technology brands. Operating across EMEA, APAC and the Americas, the business specialises in building and scaling high-performing tech sales teams across multiple markets and languages.

As EIMS entered a new phase of growth in 2025, the organisation forecasted several new projects and large client engagements. To deliver against these commitments, EIMS needed to attract, engage and hire high-quality, multilingual sales talent, often within tight, client-driven timelines. In addition, they needed to maintain strong candidate quality and control recruitment costs.

To support this ambition, EIMS made a strategic decision to deepen its partnership with LinkedIn, utilising LinkedIn Career Pages and targeted media campaigns to strengthen employer branding and recruitment performance.





Challenge

Hiring niche, multilingual sales talent in a fast-changing market

The tech sales talent market has evolved significantly in recent years, creating several challenges for EIMS.

Firstly, the quality bar for sales talent has increased. According to Gosia Motta, Global Talent Manager at EIMS, sales roles now demand higher levels of capability, adaptability and commercial maturity than in previous years.

Secondly, EIMS frequently recruits for multilingual roles requiring native-level language skills, including German, Swedish, Dutch, Mandarin and Thai. These profiles are increasingly competitive in key markets such as Europe and parts of APAC, making hiring both slower and more complex.

As a client-facing organisation, EIMS also operates under strict time-to-hire pressures. Delays in hiring risk damaging client relationships and the company's reputation for delivery.

Finally, recruitment costs were rising. Heavy investment across multiple job boards had pushed cost per hire higher, without consistently delivering the right quality or volume of candidates. While LinkedIn was already a core recruitment channel, EIMS recognised that job ads alone were no longer sufficient. Candidates need a clearer understanding of the business, its culture, and career opportunities on offer.

Results

Result 1

Expanded reach and visibility

EIMS grew awareness significantly among multilingual tech sales talent, driving 2.1 million Jobs & Life tab visitors, 1.5 million unique job viewers and 600,000 unique applicants.

Result 2

Proven hiring impact

Employer brand engagement directly supported hiring outcomes, contributing to 8,000 influenced hires over 12 months.

Result 3

Better quality, faster hiring

EIMS attracted more relevant candidates, improved efficiency in shortlisting and interview progression, and filled nine critical multilingual UK sales roles within two months.



Industry: Advertising Services

No. of Employees: 501-1,000

Headquarters: Bournemouth, United Kingdom



Solution

Strengthening employer branding with LinkedIn Career Pages

At the beginning of 2025, EIMS made a calculated decision to reallocate budget away from multiple job boards and consolidate into LinkedIn Career Pages, supported by targeted traffic driver ad campaigns. The goal was to strengthen employer branding while improving recruitment outcomes during a period of planned business growth.

The objectives behind this shift were clear. EIMS needed to fill roles on time for new and expanding client projects, reduce cost per hire without compromising candidate quality, and increase employer brand awareness among niche and multilingual sales talent across multiple regions.

Using LinkedIn Career Pages, EIMS focused on clearly communicating its employer value proposition and what makes the business distinctive as a place to build a career in tech sales. The team positioned EIMS as a gateway into the tech sales industry, offering ambitious candidates structured training, development opportunities and exposure to leading global technology brands.

Career progression was another core message. EIMS highlighted how candidates could build successful tech sales careers within two to three years, either progressing internally or moving into vendor-side roles. This was reinforced by showcasing the company's global footprint, with teams across EMEA, APAC and the Americas, and the opportunity to work in culturally diverse, international environments.

“We’ve definitely seen the impact of sharing our story, our culture and our employee testimonials. Candidates now understand what EIMS is before they apply, which makes a huge difference.”



Gosia Motta

Global Talent Manager at EIMS



To ensure relevance, content was tailored by region to reflect local market expectations, cultural nuances, and language requirements. EIMS also provided clear information about its agency model, services and client partnerships, helping candidates fully understand the opportunity before applying.

To further increase visibility and reach niche talent pools, EIMS ran LinkedIn traffic driver ad campaigns targeted by country, language and relevant professional profiles. This approach ensured that Career Page content and job opportunities reached the most relevant audiences, including candidates open to relocating within the UK or internationally.

Despite a challenging hiring market in 2025, this integrated approach delivered a clear impact from EIMS' investment in LinkedIn Career Pages.

Delivering measurable results

In just one year, EIMS' integrated approach delivered clear, measurable impact across the hiring funnel. The business significantly increased engagement and reach among multilingual tech sales talent, generating 2.1 million Jobs & Life tab visitors, 1.5 million unique job viewers after engagement with Career Page content, and 600,000 unique job applicants following interaction with the Jobs & Life tabs. This increased visibility extended beyond local markets and into international talent pools, translating into tangible hiring influence, with 8,000 influenced hires from candidates who engaged with EIMS' Jobs or Life tabs before being hired within the past 12 months.

The approach also improved candidate quality, with more applicants meeting EIMS' niche language and sales requirements, leading to greater shortlisting efficiency and stronger interview progression rates. It also helped accelerate hiring for priority roles, with nine multilingual sales positions filled in the UK within two months, more than half of them through relocation from other regions or overseas. Together, these results show how combining employer branding with precision targeting can build a scalable, high-quality multilingual sales talent pipeline that supports rapid global growth.

"The experience highlighted the importance of focusing on simple, consistent messaging, using authentic employee-led content and viewing LinkedIn Career Pages as a long-term brand investment rather than a short-term hiring tool."



Gosia Motta

Global Talent Manager at EIMS