



BOLTON

From Fragmented to Unified: How Bolton Reimagined Its Employer Brand with LinkedIn

Bolton, a multinational group with a diverse portfolio, was competing for scarce talent with an employer brand that was fragmented and difficult to navigate. Multiple business units and sub-companies managed their own LinkedIn presences, external communication was minimal, and the company's historically understated culture meant candidates rarely saw Bolton as one cohesive organisation.

This lack of visibility and unified identity limited talent attraction and slowed hiring. Recognising the need for change, Bolton partnered with LinkedIn to leverage Career Pages and Employer Branding solutions, centralising its story, aligning teams, and transforming a scattered footprint into a strategic global employer brand.





Challenge

Overcoming fragmentation and low visibility

Before LinkedIn, Bolton's employer branding efforts were dispersed across separate LinkedIn pages for their individual brands and business units. Messaging varied by region, there was no clear, centralised strategy, and the company's culture leaned toward low external visibility.

Candidates struggled to connect the dots between brand pages and the overarching Bolton. The P&O (People & Organization) team and Business units hesitated to engage externally, requiring training and encouragement to adopt new behaviours.

Talent pipelines suffered - Bolton was not finding the right profiles at the right time, and many prospects were unaware they could join a global group rather than a standalone brand. This lack of visibility and unified identity limited talent attraction and slowed hiring in an increasingly competitive market.

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Results

65% of
influenced
hires

Over 200 hires via LinkedIn in the past year, with 65% of influenced hires viewing the life page before joining.

Key
Engagement
Driver

The Life page became a key engagement driver, attracting over 9,000 of the 77,000 new followers in the past year and inspiring employees to actively participate in LinkedIn discussions while embracing the company's unified brand.

102% follower
increase

A 102% increase in followers was attributed to the migration and consolidation process



Industry: Manufacturing

No. of Employees: 10,000+

Headquarters: Milan, Italy



Solution

LinkedIn Career Pages & Employer Branding

Bolton's transformation began with a clear ambition: to turn a fragmented employer brand into a unified, global identity that resonates with top talent. To do this, Bolton chose LinkedIn for its strategic alignment with target talent profiles and its global reach.

The P&O and Communication teams worked together to reach the objective of building a clear reputation of Bolton, streamlining the candidate journey and making it easier for potential candidates to see Bolton as a global group rather than disconnected brands. The LinkedIn Career Page became the foundation of this strategy, serving as a single, authoritative hub for Bolton's story.

From this central point, nine Life Pages were launched —showcasing Bolton's heritage, ambition, and commitment to sustainability, while highlighting its diverse portfolio across Holding & International, Food, Home & Personal Care, Adhesive, and Beauty. Employees were trained and empowered to become brand ambassadors, sharing authentic stories and engaging confidently on LinkedIn.

The result? A bold, unified employer brand that amplifies Bolton's values, attracts the right talent, and positions the company as an employer of choice worldwide.

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LinkedIn is not just a recruitment platform, it's a strategic tool to showcase your culture, amplify your employer branding strategy, and to make everything you say as a company more credible.



Camille Distain

Senior Corporate Communications Manager
Bolton



The LinkedIn Partnership

Bolton's success was underpinned by close collaboration with the LinkedIn team, who provided strategic guidance, facilitated migration, and supported employee training. The partnership enabled Bolton to overcome internal barriers and accelerate its employer branding journey.

Bolton's experience demonstrates that LinkedIn Career Pages and Employer Branding products are not merely recruitment tools—they are strategic platforms for amplifying culture, engaging talent, and building credibility. Through thoughtful implementation and partnership, Bolton achieved greater visibility, improved talent acquisition, and fostered a dynamic, unified organisational culture.

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