



# Turning a strong employer brand into a strong talent pipeline on LinkedIn

## Objective

To attract and recruit future-ready talent by strengthening Bukalapak's employer brand in the minds of candidates

In Indonesia, Bukalapak operates in a tight talent market where demand outstrips supply. To position itself strongly, Bukalapak's recruitment marketing strategy starts with consistent employer branding on LinkedIn. In two years, the company has been able to double its LinkedIn followers and influence 57% of all hires.

Bukalapak is an "all-commerce" company that facilitates the exchange of goods and services between its partners and customers through technology.

With its ability to constantly innovate and meet the changing needs of its customers resting squarely upon its people, Bukalapak's goal is to hire the best talent with future growth potential.

Recognising that recruitment cannot simply be an operational process, the company's recruitment marketing strategy covers both online and offline channels, with LinkedIn being its primary choice for both employer branding and job applications.

## About Bukalapak

Bukalapak is a group of tech-based companies and a technology super-enabler for Indonesia's micro, small and medium enterprises' (MSME) transformation. As Indonesia's first publicly-listed technology company, Bukalapak builds on its heritage serving over 110 million users and more than 23 million MSMEs. It uses technology to enable today's digital lifestyles across verticals like marketplace, finance and fintech, offline and online, merchant solutions and procurement.

### Goal

To meet constantly growing business needs by recruiting highly qualified talent

### Employees

1,001 – 5,000

### Industry

Information Technology & Services

### Headquarters

Jakarta, Indonesia

### Reach

National



## Solution

# A balanced approach to meeting hiring needs now and in the future with consistent employer branding nurturing candidates from awareness to application

Bukalapak uses a two-pronged recruitment strategy on LinkedIn. To address immediate hiring needs, they rely on LinkedIn Recruiter and LinkedIn Jobs to quickly find and connect with qualified candidates. At the same time, they invest in long-term employer branding to drive awareness and consideration among candidates to secure a future talent pipeline.

### Employer branding that resonates

Bukalapak's LinkedIn Company Page, as the brand's professional home on the platform, is the perfect place to share their vision of creating a fair, tech-enabled economy where everyone has the opportunity to grow.

While the company's EVP remained the key focus, the team took care to adapt their messaging for two main talent pools: junior and senior candidates.

"It's important that our message resonates with our target talent pools. For junior candidates, we focus on the employee experience like our culture, activities, benefits. For senior candidates, especially those who seek an alignment of values between them and their future employer, we focus on Bukalapak's vision, mission and values," revealed Cindy Tanudjaja, Head of Talent Acquisition & Employer Branding.

These messages take a variety of content formats, from photos to videos, and is published regularly to maintain interest and deepen engagement.

Bukalapak's commitment to building a targeted digital community has enabled it to almost double its LinkedIn followers in just two years.

Notably, the traction that the Talent Acquisition & Employer Brand team has earned in terms of awareness and engagement is having a positive impact on the rest of the candidate journey.

### From branding to business impact

On LinkedIn's, Bukalapak's job posts see an average application rate of 20%, which is 35% higher than the median of its top 10 peers.

Just as significantly, the company's monthly Jobs and Life Page views are 222% higher than its peer median, suggesting strong interest from candidates.

"We remain committed to our recruitment marketing strategy. This includes a continued focus on growing our LinkedIn followers in a targeted way so that all of our branding and communication efforts will reach more of the candidates that matter to our business," said Suryo Sasono, Senior Vice President of Talent at Bukalapak.



We leveraged our LinkedIn Company Page to regularly put out content targeted at both junior and senior talent pools. After a year, we began seeing results —candidates were responding more warmly to our outreach and displaying increased willingness to explore job opportunities with us.



**Cindy Tanudjaja**  
Head of Talent Acquisition  
& Employer branding  
Bukalapak



## Results

Bukalapak's consistent employer branding efforts on LinkedIn generated:

57%

Influenced Hire Rate

35%

Higher Average Job Apply Rate

Compared to the median of top 10 peers

222%

Higher Jobs and Life Page views

Compared to the median of top 10 peers



Our focus on attracting the best talent as a business enabler for Bukalapak will only get stronger. We need to ensure that our employer brand continues to be top-of-mind for our target candidate pool. For this reason, growing our presence and follower base on LinkedIn will remain a priority for us.



**Suryo Sasono**  
Senior Vice President of Talent  
Bukalapak