

Estée Lauder's digital-first brand attracts quality candidates.

SUCCESS STORY

With growing ecommerce traffic, **Estée Lauder** needed to scale. Vice President Jolie Chehadeh knew that to source technical and digital talent quickly, the company needed to ramp online recruiting efforts. By partnering with LinkedIn's Talent Solutions Enterprise Program (TSEP), Estée Lauder was able to provide the entire recruiting team access to LinkedIn Recruiter to help them find, connect with, and manage candidates. To attract applicants, the company leveraged the entire LinkedIn platform to build brand awareness.

100%

Increase in LinkedIn
Career Page traffic

50%

InMail response rate
vs 30% goal

15%

Average job ad apply
rate vs 12% goal



THE CHALLENGE

Finding quality talent to scale ecommerce

As more consumers shopped online, Estée Lauder needed to scale its ecommerce business. Jolie Chehadeh knew that meant finding—and engaging with—high-quality technical and digital talent by ramping online recruiting efforts and growing the company's employer brand.

THE SOLUTION

LinkedIn media highlights brand

Estée Lauder's first step was to enroll in **LinkedIn's Talent Solutions Enterprise Program (TSEP)** so that the entire team could access **LinkedIn Recruiter** and post all of their open jobs. Recruitment marketing on LinkedIn—such as **Sponsored Content**, **Recruitment Ads**, and **Pipeline Builder** – helped them build a digital footprint and share content on the company's culture and ambitious ecommerce growth. In just over six months, the team surpassed their InMail and job ad engagement goals while boosting brand exposure and attracting quality candidates.

[Learn more](#)

“

The way our consumer shops is changing, which means we have to change, too. LinkedIn helps us expand our digital presence to connect with the talent we need for the future.



Jolie Chehadeh

Vice President
The Estée Lauder Companies