



# How Eurostar created a compelling employer brand.

## SUCCESS STORY

As one of Europe's best-known companies, **Eurostar** was well regarded as a consumer brand, but effectively didn't exist as an employer brand. For HR Business Partner Donna Price and the talent acquisition team, the lack of exposure as an employer brand posed significant challenges in sourcing people with skills the business needed. LinkedIn provided a platform for the company to broaden its exposure to candidates, while LinkedIn Recruiter helped the acquisition team reduce its dependence on outside recruiting agencies.



### Growth in followers

The employer branding initiative grew the company's LinkedIn followers by 25% to over 25,000 in under a year.



### Improved quality of candidates

The employer branding campaign attracted higher-quality candidates.



### Better engagement

The campaign—supported by video job ads—generated increased awareness and engagement with the company on LinkedIn.



## THE CHALLENGE

# No talent pipeline

A lack of recruiting resources forced Eurostar's small talent team to rely on external recruitment agencies. The team was able to respond to immediate needs, but because there was no broader strategy in place they weren't managing the talent pipeline. And with virtually no employer brand, the company wasn't appealing to the right candidates.

## THE SOLUTION

# Driving an employer brand with content

Price's first priority was to make sure the talent acquisition team was using all the tools available to them in [LinkedIn Recruiter](#), and reaching out to candidates who were the right fit. Next, she worked to elevate the company's presence on LinkedIn by sharing employee-centric content and engaging stories to highlight Eurostar's employer brand. Content planning involved aligning the employer branding activity with more immediate recruitment objectives to target the right people for the right kinds of jobs with the right content.

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The business has really gotten behind [our employer branding] initiative, right up to our CEO. We've proven why a broader talent strategy matters and established that it has real benefits in terms of the quality of candidates and our ability to fill roles.

**Donna Price**

HR Business Partner  
Eurostar

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