

# A strong brand drives success in a new market.

## SUCCESS STORY

**NTIATIVE** continues to experience success, thanks to a strong employer brand. Original content shared on LinkedIn has helped NTIATIVE engage niche talent pools in IT and Computer Software. And the company's LinkedIn Career Page creates even deeper engagement with current opportunities.

25%

Reduction in cost per hire

50%

Less time spent searching for candidates

70%

Of new candidates sourced with LinkedIn



## THE CHALLENGE

# Establishing a unique employer brand

As a new player in an overcrowded market, NTIATIVE needed to stand out, while tapping into a whole new client base. And there were other concerns—including the need for speed and smooth collaboration among its recruiting consultants.

## THE SOLUTION

# Engaging quality candidates with content

NTIATIVE knew it needed to build a strong employer brand to attract more candidates. The process began with the creation of original content. NTIATIVE launched “Ted Favourite Sundays,” a weekly post on career advice, that engaged niche talent pools in IT and Computer Software. NTIATIVE also ran **Recruitment Ads**, driving traffic to its **LinkedIn Career Page**. And recruitment consultants each received a **LinkedIn Recruiter** license, to proactively search and contact niche talent.



LinkedIn is our go-to platform to identify, connect with, and hire quality IT talent, as well as build our employer brand.



**Sonny Van Assche**

Managing Director  
NTIATIVE

Learn more