



# Doubling job applicants by emphasizing employer brand.

## SUCCESS STORY

**Procore Technologies** provides cloud-based construction software to clients globally. Since launch, this small business has become the most used construction software application on the planet, while experiencing nearly 300% increase in employee count in a short period of time. Procore built awareness for its brand and opportunities among a larger pool of talent with its LinkedIn Career Page, while LinkedIn Recruiter helped the company more easily recruit across Southern California.

<5%

Turnover rate

2x

Career Page views per month

2x

Job applicants in one year



## THE CHALLENGE

# How to get big-city talent to a small town

The recruiting team was having difficulty finding talent with the desire to relocate to Carpinteria, California. The team needed to find a way to attract these highly sought-after candidates from bigger cities nearby, like Los Angeles and San Diego, to their small-town headquarters.

## THE SOLUTION

# The big draw is the beautiful beach

Procore implemented [LinkedIn Recruiter](#) to reach and educate potential candidates, and enlisted employees as brand ambassadors to post pictures and stories showcasing the company's culture on its [LinkedIn Career Page](#). Over time, this employee voice translated to a bigger branding program on LinkedIn, where pictures of beautiful Carpinteria, friendly office dogs, and a beach view from the conference room told the story of life at Procore—turning the challenging location into a key selling point.

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We wanted our candidates to get a sense of who we were, no matter how they were interacting with us. LinkedIn was key in telling our story.



**Andii Lee**

Head of Recruiting  
Procore

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