

## Amundi builds a broader pipeline of candidates.

### SUCCESS STORY

**Amundi** is a relatively young brand competing in a marketplace where large, established institutional names carry weight. Although well positioned in the technical financial community, the company struggled to source roles in cross-functional areas of the business. To better position its brand and draw non-finance applicants, the Amundi team created a targeted content and messaging strategy using LinkedIn Career Pages.



#### Higher Career Page engagement

LinkedIn Career Page views have risen by more than 50%.



#### More interest in posted jobs

Job posting clicks have grown by 29%.



#### Broader pipeline of candidates

The company enjoys a more diverse pipeline of candidates, spanning people across all levels of experience and job interests.



## THE CHALLENGE

# Reaching vastly different audiences

Strategically, Amundi wanted to build a team by hiring talented young people and training them. To that end, the company set out to recruit recent graduates into a strong training culture with more than 300 internships and apprentice contracts offered every year. However, relevant messaging for young people entering the workforce is vastly different from that aimed at other hiring segments. Amundi needed a strategy to address both.

## THE SOLUTION

# Targeted messaging and outreach

Amundi has improved its reach, relevance, and engagement across multiple target audiences with [LinkedIn Career Pages](#). The Amundi team created messaging and ad campaigns highlighting both their consumer and employer brands to appeal to people who previously may not have considered Amundi a potential employer. Amundi successfully grew the candidate pipeline with individuals seeking non-finance roles, as well as young people with little or no work experience who could be trained on the Amundi products, services, and culture.



LinkedIn is the only social network where you can target people, so for us it is a huge advantage.



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