



Beiersdorf & LinkedIn: A New Era of Employer Branding



Beiersdorf

Headquarters | Hamburg, Germany

Number of Employees | ca. 22,000

Industry | Consumer Goods



Success Story

Beiersdorf is a globally leading company in the field of consumer goods. The market leader primarily focuses on skincare, embodied by iconic brands like NIVEA and Eucerin, which have a long-standing tradition. With its high-quality products, Beiersdorf stands not only for innovation but also for quality. However, Beiersdorf faced a significant challenge: like many long-established companies, Beiersdorf aimed to create a unified and modern employer brand. One that not only resonates well both internally and externally but also reflects the quality of its products while highlighting Beiersdorf's relevance as a contemporary employer.

Beiersdorf's goal was to establish a new, consistent employer brand – one that clearly and appealingly communicates both internal values and external messages. In doing so, they encountered a discrepancy between the modern initiatives that had already been implemented and the employer brand, which was perceived as outdated from the outside.



The Challenges

Beiersdorf stands for diversity, a strong company culture, and empathy. However, all these values mean little for an employer brand if they are not communicated or showcased externally. Thus, the idea emerged to position the company in such a way that potential employees immediately connect with the brand. But it wasn't just about appealing to potential talent and brand perception; existing employees were also to be engaged through the new branding. The challenge was therefore to align the perception of the employer brand with reality and to present Beiersdorf as a modern and flexible employer.



Die Lösung

To tackle this challenge, Beiersdorf decided to collaborate closely with LinkedIn. The platform made it possible to effectively communicate the strong and cohesive employer brand in all its facets. In other words, LinkedIn was the ideal platform to directly reach its target audience. To achieve this, the company's LinkedIn page was initially optimized. The goal was to align all possible touchpoints with potential talents to the new strategy. This included elements such as the company culture tabs and the LinkedIn job slots.

Through these features and many others, Beiersdorf's company culture as well as the values were clearly and engagingly presented. The introduction of the "Care stories" played a vital role, a series of authentic employee stories that focused on the company's core value of "care" and provided deeper insights into daily life at Beiersdorf.



In addition, Beiersdorf utilized targeted LinkedIn advertising to reach audiences and maximize the reach of its new employer brand. This strategy helped attract the right talent at the right time. Another focus was employee engagement. Employees were encouraged and trained to actively engage on LinkedIn, share content, and participate in discussions, fostering an authentic and vibrant corporate presence.

By continuously using LinkedIn Analytics, Beiersdorf was also able to monitor and optimize the success of its initiatives.

"Through our partnership with LinkedIn, we successfully implemented our new employer brand and significantly strengthened Beiersdorf's perception as an attractive employer. The platform helped us share authentic employee stories and communicate our values as they actually happen. This not only increased employee engagement and pride but also sparked the interest of potential talent who identify with our goals and culture. We are very satisfied with the results."



Julia Nuyken
Employer Branding
Beiersdorf



Product Focus

LinkedIn Talent Solutions

LinkedIn Career Pages

LinkedIn Jobs



About Beiersdorf

Beiersdorf is a globally leading company in the consumer goods industry, known particularly for brands such as NIVEA, Eucerin, La Prairie, and Hansaplast. These brands have long been synonymous with quality, innovation, and a deep understanding of skincare needs.

With a history spanning 140 years, Beiersdorf blends traditional values with cutting-edge research and development. The company continuously invests in innovative technologies to create products that meet the needs of its consumers.

Beiersdorf employs around 22,000 people, who work every day to improve the quality of life for individuals. With a strong global presence, Beiersdorf is not only a market leader but also an employer that values and promotes diversity and inclusion. The company focuses on long-term sustainable growth and places great emphasis on making a positive impact on society and the environment.



The Results

The comprehensive collaboration with LinkedIn led to remarkable results:

Job Views

Beiersdorf's increased visibility on LinkedIn positively affected the number of visits to their job slots. These increased by 55% compared to the same period last year.

Talent Pipeline

The increased attention on LinkedIn has also positively impacted the visitor numbers of the Job and Life Pages. Around 20% of our new hires viewed either the Job or Life Pages before making their move. This demonstrates the high relevance and impact of these pages.

Views on the Company Page

The views on Beiersdorf's company page developed exceptionally. Job and culture sections on the company page saw a 67% increase in views compared to the previous year. Beiersdorf attributes this growth to both the new employer brand initiatives and the influence of the communications department.

Website Traffic

Traffic to Beiersdorf's career website also increased by around 20% during the same period, which is also linked to a comprehensive overhaul of the career website.

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