



# Quality over quantity: How LinkedIn has helped Alv to attract motivated IT professionals and deliver a talent brand strategy in Norway

## Success story

### Increasing the talent pipeline to meet demand for skilled professionals

The world of IT is incredibly competitive. Technology is constantly evolving, and demand for technological solutions that make life – and work – simpler continues to grow at an astonishing rate.

Behind the best IT solutions is an army of skilled IT professionals, who are eager to develop their own expertise. The best IT consultants have a deep desire to understand their clients and wish to acquire new skills so that they can help clients remain one step ahead of the competition.

It's an ethos that Alv, the Norwegian IT consultancy, respects. It strives to be an industry leader, recruiting only the best IT professionals in systems development, information security, data, and project management. To do that, the company needs the best employees, so it decided to engage LinkedIn to increase its talent pipeline and attract an audience of motivated individuals.



## Challenge

### Finding ALL the right people with ALL the right skills

Over the last two years, Alv has grown. In 2019, the company employed three people. Now, it employs 38. The business has a clear growth target and by 2024, it would like to employ 100 people. Alv wishes to be Norway's most attractive and respected IT consultancy and create a unique company culture by hiring the best IT professionals. However, finding digital talent is not easy. Prior to partnering with LinkedIn, Alv used several channels for recruitment, outreach, and branding. Whilst the company received high levels of engagement, the quality of the applicants did not match the company's expectations. Alv required a new approach and partnered with LinkedIn to develop a talent brand strategy that would accelerate its growth journey.

## Solution

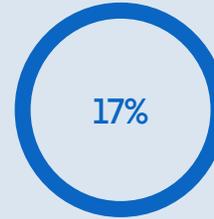
### Quality over quantity

Alv decided to focus on its people strategy and talent brand. Leveraging its unique work and company culture, Alv created brand messaging designed to appeal to candidates and used LinkedIn to both reach potential applicants and recruit highly skilled individuals.

"IT is a hard recruitment market but that does not mean we must compromise on the quality of our hires," explains Kristin Bjerke, chief operating officer and co-founder at Alv. "Our quality targets are more important than our growth. We don't employ people that don't fulfil all our requirements."

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## Results



### LinkedIn – Alv's primary platform for recruitment

In the last three months, 17% of new hires were recruited via LinkedIn.



### Huge increase in engagement

During the three month pilot period, Alv grew their engagement by 555% meaning that nearly 20,000 more people took actions to learn more about the company as a result of Alvs campaign.



### Huge increase in brand awareness

Alv raised the awareness of their brand by 475,674% during the pilot period exposing Alv to almost one million people resulting in 15,000 Job views and 1,400 applications.



Alv created a video series that documents life at the company. It describes a typical working week and addresses relevant and topical issues that the company believes will appeal to the type of candidates it wishes to attract.

The video series has been a major success. Whilst Alv shares the video content on YouTube and Facebook, it receives the most engagement on LinkedIn.

“We post the content every Tuesday,” Kristin adds. “It has been very successful and so have our advertisements on LinkedIn.”

She continues: “We are unique because we only operate in Norway, and we need IT consultants that are fluent in Norwegian. Our customers are big companies and organisations that operate in Norway so it’s important that our consultants understand our customers’ needs. When we post jobs on LinkedIn, we receive a lot of interest from IT professionals with an international approach. We use the filters on LinkedIn to find applicants that are fluent in Norwegian, and this helps us to find the digital talent that we really need.”

## Finding motivated professionals that match Alv’s ethos

Alv stopped working with recruitment companies 12 months ago and now only works with LinkedIn to find the best IT talent and attract a wide variety of candidates from across the IT spectrum.

“We only want to work with people that want to work with us,” Kristin continues. “If we have to push people hard to consider us, then they are not the right people for the job.”

Candidates are screened. The right candidates must be technically competent, and Alv looks

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Using LinkedIn has been an integral part of our brand, content, and recruitment strategy. It is the place where we are sure that we are reaching the right audience, when they are in the right frame of mind. The step to collaborate more professionally with LinkedIn, coordinated by Malte Vilain, is taking our recruitment strategy to the next level.”



**Kristin Bjerke**

Chief Operating Officer  
and Co-founder at Alv

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for people that want to develop their personal and professional skills. Applicants must be eager to learn. That's because technology is developing so fast.

"You could be a good developer but if you don't improve and get better, in two years' time, you will have fallen behind, Kristin explains further. "We look for consultants that want to collaborate and understand that social interaction is important. When you are a developer, you don't just visit a customer to implement a solution, you go to the customer to work with them and make what they need. Therefore, you need to be able to talk to and work with people."

## Primary source of new hires

Alv clearly defines its expectations and outlines what it requires from its hires. "We dare to voice our opinion," adds Kristin. "We dare to put what we expect from people on our job advertisements. We have created customised job profiles and because of that we have attracted a broad spectrum of IT talent."

Alv has used LinkedIn's Talent Solutions full suite of products for three months. In this short period, ALV has grown its hires. In fact, 17 per cent of hires are via LinkedIn. This means that LinkedIn is Alv's primary platform for recruitment, networking, and branding.

Kristin concludes: "IT is such a hard area to work in. LinkedIn has been a great platform and has given us access to high quality candidates. We are looking forward to working with LinkedIn even more closely and if we continue to build on our recent successes, I am sure that we will continue to grow and that we can evolve our talent strategy together."

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LinkedIn has always been our number one platform to share content with potential employees and customers. LinkedIn is perfect for us because the people we want to target are active users on the platform. With LinkedIn we have been able create visibility to target our content to the right target group using the tools that LinkedIn offers us.”



**Jakob Høgh Gjellestad**

Chief Marketing Officer at Alv

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