

## Power to the people: How Leap29 turned to LinkedIn and used AI to expand globally and grow in the energy sector

### Success story

#### Enhancing productivity and strengthening brand position with AI and LinkedIn

For more than 20 years, Leap29 has been helping companies recruit and employ talented individuals. As a global people partner, at the forefront of international employment, Leap29 is an ambitious business that seeks to do more than provide clients with reliable recruitment and employee management support. It aims to build and maintain long-term relationships with clients in a range of sectors, including oil and energy, renewables, technology, engineering and pharmaceuticals, growing its presence in new and exciting territories.

From tailored PEO (professional employer organisation) and EOR (employer of record) services to workforce management and contract and retained recruitment, Leap29 helps its clients in a multitude of ways, providing businesses with a “circle of support”. It is a trusted partner, no matter the geographical location. But despite its already extraordinary success – operating in more than 180 countries – Leap29 wished to expand globally and strengthen its position within the energy sector, whilst minimising its impact on the environment. It sought to stand out from its competitors and therefore, turned to LinkedIn to drive smart recruitment methods, increase brand awareness and utilise LinkedIn’s AI tools to enhance productivity.



## Challenge

### Standing out in a competitive market

One of Leap29's largest objectives was to expand its presence within the energy sector and drive growth and excitement for EOR services. However, to win large global contracts and strengthen its position within the marketplace, Leap29 had to navigate numerous challenges. Operating in several countries meant the company had to master different technology platforms used internationally. It decided to streamline processes and increase efficiencies by investing in a single talent partner that was respected and recognised globally.

Furthermore, to stand out from competitors it needed to increase brand awareness and to grow it had to build global networks and long-lasting relationships. Leap29 had to do this whilst ensuring it aligned with its business values by putting people first, adopting a global mindset, building trust and respecting entrepreneurship.

[Learn more](#)

## Results

21X

### 21x ROI

Achieved 21x ROI through LinkedIn by expanding our network, generating leads, and enhancing brand visibility

14m

### Increasing brand awareness on a global scale

14 million impressions a year from Job Slots automation

135K

### Engaged audience

135,000 followers from a total of 212 countries

37

### Growth in Talent Insights adoption

37 – the average number of Talent Insights reports read by each employee



## Solution

### Partnering with LinkedIn to understand the global talent landscape

Leap29 turned to LinkedIn and used several solutions to overcome specific challenges within the global energy market. According to Leanne Gilson-McGrath, Marketing Manager at Leap29, LinkedIn has significantly enhanced the company's ability to operate efficiently on an international scale.

Leanne said: "We significantly invested in LinkedIn solutions to help ensure a competitive advantage and superior service. Recruiter licenses helped all our consultants to connect and contact networks around the globe and LinkedIn Talent Insights data helped us to regularly produce talent reports and salary data, providing clients with invaluable insight into the global talent landscape."

For instance, Leap29 recently worked with a large-scale energy client that wished to launch a project in Turkey. The client was unsure about market conditions. Therefore, it turned to Leap29 for valuable data and insight into skills set availability and salary expectations. Leap29 supported the client with in-depth knowledge and research powered by LinkedIn tools and resources to build a comprehensive picture of the global market, including talent availability. In addition, and following the successful completion of the research phase, Leap29 was appointed to source suitable contractors for the project, as well as oversee the client's onboarding and payroll processes.



As a global business, LinkedIn is an invaluable partner for us. It allows us to easily build and maintain relationships and networks on an international scale. LinkedIn is continually evolving and advancing. For example, the new AI features have helped improve our internal processes, improving our efficiency and leading to predicted higher ROI this year."



**Nathan Ward**

CEO of Leap29

[Learn more](#)



## Increasing brand awareness thanks to powerful content and data

“By partnering LinkedIn, we’ve been able to take one step further and become a trusted advisor,” explained Leanne. “It has helped us to stand out from our competitors. The knowledge it gives us is gold because when our consultants speak with clients, they have all this data, which is so incredibly clever and powerful.”

Data and knowledge can also be turned into valuable content and have helped Leap29 build a brand and global recognition. Leap29’s consultants regularly share insight and expertise on the Company Page, increasing brand awareness and building a wide network of inquisitive candidates and skilled talent pools. This significantly helps with outreach, as response rates are noticeably higher when skilled individuals are engaged.

However, the sharing of knowledge and relatable content also helps consultants to grow a personal brand that appeals to potential candidates.

## Improving efficiency with AI

LinkedIn’s talent solutions and resources have enabled Leap29 to streamline its processes and increase efficiencies. The adoption of the platform has saved Leap29 time and financial resources because it is globally recognised. Regardless of which country Leap29 is operating in, its employees and consultants can still access their data and networks and communicate thanks to LinkedIn’s central and connected nature.

What’s more, by deploying LinkedIn’s AI and automation tools, efficiencies have been increased. Recruitment consultants use AI for “monotonous tasks”, giving them more time to develop strong client relationships and network connections.

[Learn more](#)

“

Coaching and development is a big focus for us as a business. For example, this year we created and ran a six-module Business Development Academy for all our consultants to help develop their skills and adapt their approaches to the constantly changing market. LinkedIn has been a great support throughout this, through our dedicated success manager, in-person training with our account manager and numerous resources on the learning centre. The support from LinkedIn has allowed us to quickly adopt and embed new processes with ease, such as advancements in AI technology.”



**Andie Mason**

Head of People and Talent at Leap29



For example, LinkedIn's AI features have empowered Leanne and Leap 29's consultants to generate content and improve the quality of job descriptions and InMails. This enables Leap29 employees to focus on their core strengths rather than be forced to conduct tasks outside of their expertise. AI has, therefore, become an important part of Leap29's future strategy.

Leanne continued: "Working closely with LinkedIn and our account manager, we hosted a workshop in our office to upskill the team on the newest AI innovations in the tools they are already using day to day.

"We are also committed to creating an environment of sharing and learning so that our consultants can become masters in their roles, which is why Andie Mason, Leap29's Head of People and Talent, created a training plan for the team. By driving these behaviours and tracking the efficiency gains consistently, we expect to continually get more ROI using LinkedIn's tools especially as more advancements come through from the roadmap."

## Leveraging the right tools to provide clients with full-circle support

According to Leanne, using LinkedIn has enabled Leap29 to build international networks and relationships and communicate with both clients and candidates on a global scale with ease. In turn, this has reduced the need for regular international travelling, minimised costs across the entire business and reduced the company's environmental impact.

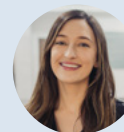
This is incredibly important as Leap29 continues to expand into new territories and new sectors, providing clients with full-circle support.

Leanne says that LinkedIn has been so fundamental to the business that it is creating a LinkedIn Product Champion role within the team to leverage the platform even more. This will require Leap29 to work even closer with its LinkedIn account manager, further strengthening the relationship and achieving even greater results.

[Learn more](#)

“

We live in LinkedIn. It's a platform we've relied on for years, consistently delivering an excellent return on investment.”



**Leanne Gilson-McGrath**

Marketing Manager  
at Leap29