ETIYA

Etiya reboot their recruitment strategy and attract top talent with LinkedIn's Hiring Enterprise Program

Challenge: Developing an international recruitment strategy

- Due to the competitive nature of the tech industry, Etiya were struggling to find and retain top talent and deal with high turnover rates.
- Being a multinational software company meant they often needed to fill specialised roles, so candidates' qualifications were a top priority—this stretched their search to all corners of the globe.
- They needed an international recruitment strategy that would take language and cultural differences into consideration.

Solution: Meet candidates where they are and show them life at Etiya

- Etiya quickly identified LinkedIn's Hiring Enterprise Program as the perfect solution to meet their needs.
- LinkedIn Recruiter was leveraged to gain access to thousands of candidates, but they still needed to elevate their reputation as a top employer in the industry.
- LinkedIn Life was a way for Etiya to display their ethos and culture to potential hires—they also encouraged existing employees to become brand ambassadors and share company insights on their own LinkedIn pages.
- The Recommended Content feature gave staff access to branded templates for job vacancy posts, company updates, and more, making it easier for them to boost the company's credibility.
- Because they extended positive employer experiences and career development opportunities beyond their website, Etiya were able to reach a much bigger talent pool across international locations.

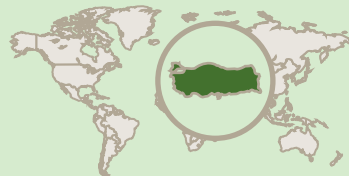> " Thanks to the LinkedIn products and features, we have the opportunity to showcase life at Etiya to all our candidates, wherever they are in the world."

Serdar Dağdelen
Founding Partner,
Chief People and Culture Officer at Etiya

GREAT PEOPLE.
GREAT PLACE
TO WORK.

892k
job views over two years

239%
increase in job application click rate

81%
on average watched each month