

How The Shoprite Group bolstered talent acquisition and increased brand awareness with a comprehensive LinkedIn strategy

The challenge: Expanding the reach of owned content for current and future employees

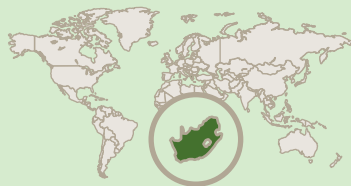
- The Shoprite Group was facing challenges in talent acquisition—it mainly used recruitment websites and agencies to advertise vacancies.
- The shrinking traditional media landscape also highlighted the Group's need for owned platforms to engage with external audiences and potential talent.
- Talent acquisition was faced with finding scarce skills in the market and the communications team increasingly needed to amplify related news and innovations of the company to this audience.
- The retailer required a solution that would help its talent acquisition and communications teams bolster their owned platforms for current and prospective employees.

The solution: Prioritising employer branding to align with scarce talent needs

- LinkedIn was continually in the top-10 referrals of web traffic, so LinkedIn Pages felt like the perfect opportunity for the Group to raise awareness of the brand's values and technological innovation, but also showcase the business segments that aligned with their scarce talent needs.
- The Life tab allowed them to authentically present the company, join the conversations that mattered most to its community, grow its target audience, and engage current and prospective employees.
- The retailer had a clear strategy—if content didn't engage, it was monitored, assessed, and altered until they produced content that did.
- Overall, the Group found that LinkedIn saved time, expanded candidate reach, and enhanced talent acquisition's overall quality, making it an invaluable tool for its recruitment efforts.

100k
more followers
in a year

28%
success rate of
LinkedIn recruits



Retail | 160,000+ employees

Goal: Identify and hire the best talent as efficiently as possible



LinkedIn has been an important partner in our drive to establish ourselves as a home for scarce and critical-skilled talent in South Africa. This case study reflects on the partnership creating a platform for collaboration and human connection that positions us more effectively in the talent market.”



Athene Mazjik
Chief People Officer,
Shoprite Group

