



# CASE STUDY

# GovDelivery

- 51-200 employees
- Software-as-a-Service (SaaS) business working with government agencies
- Experienced double-digit growth over the last year

Human-Centered Design

User-Centered Design

Design Thinking

} HCD mindset

WHAT IS THE HUMAN-CENTERED MINDSET?

YOU can make a difference

According to +Acumen process → solutions → impact  
Faith in creative abilities



# THE CHALLENGE

GovDelivery, a digital, cloud-based organization, was **challenged with sourcing software, engineering and tech-focused candidates in an extremely competitive industry**. Their recruitment needs were highly specific, requiring agile people at every level in the company.

On top of that, they were committed to hiring diverse people from different backgrounds to complement their unique company culture.

GovDelivery's goal was to effectively represent and celebrate their people, their community and the impact of their work in order to stand out and maintain their rapid growth.

*“We saw early on that the new LinkedIn Career Pages, with the right message, helped us reach and recruit a more diverse range of quality candidates.”*



**Jaidyn Martin**, HR Manager, Gov Delivery

# THE SOLUTION

To showcase their commitment to diversity and equality — and attract the right people — **GovDelivery chose LinkedIn Career Pages to bring focus to their core values.** They developed audience-specific content by using multiple Career Page views; one for general candidates and the other for more tech-focused roles. This maximized the value delivered to each group.

GovDelivery wasn't looking for cookie cutter candidates and they knew they couldn't expect a cookie cutter message to attract the right talent. Their employee value proposition went beyond the beer fridge and ping pong table, it was the people, opportunity and culture that differentiated them from their competition — showcasing this to potential employees was critical to their hiring goals.

The last step in promoting their unique story on LinkedIn was to get in front of the right audiences and draw them back to their Career Pages so they could understand how GovDelivery was different. LinkedIn understood the types of candidates GovDelivery needed to engage with and placed meaningful ads in front of them.

WELCOME

NATAL  
GovDel  
Custom  
achieve



**138%**  
rise in job clicks

**42%**  
increase in page views

## THE RESULTS

GovDelivery's new LinkedIn Career Pages produced amazing success in the first four months:

- The combination of the improved user interface and updated design, the increased relevance of jobs candidates were served, and the strong content, **increased Career Page views by 42% and targeted job clicks by 138%.**
- With audience-specific content available from one, easy-to-manage hub, GovDelivery quickly improved traffic and engagement on their Career Pages.
- The content rich pages supported diversity goals and spoke directly to the types of candidates they wanted to engage.
- Equally important for this lean team was a significant reduction in resources required to find the right person for the job.