

Building a powerful brand: Attracting top tech talent through LinkedIn

Challenge: Standing out from the competition

- With an established presence in 14 countries, Singapore-headquartered IT company Adventus was eager to expand its footprint further. But there was one major snag: it was hard to find and attract top candidates in the competitive tech industry—especially in specialized areas such as cybersecurity.
- In late 2023, the company ramped up its hiring efforts through LinkedIn Recruiter, LinkedIn Jobs and Life Page. Since then, it has seen steady gains in its plans for growth, with over 30,000 people a month hitting the “Apply” button and more than 8,000 new followers on its LinkedIn page.

Solution: Strong branding, targeted outreach

- **Increased brand awareness:** The Life Page on Adventus’ LinkedIn profile showcases its “work hard, play hard” culture, and highlights how it is a great place to work. By posting photos of team trainings and bonding events and emphasising its commitment to staff welfare, inclusivity, and career growth, the company highlights how its staff can enjoy a host of advantages that go well beyond compensation and benefits.
- **Greater outreach:** The company taps on a large pool of talent through LinkedIn Recruiter. As a result, it has seen more applicants for jobs, as well as quicker response rates—including from passive candidates it contacted.
- **Targeted hiring:** By targeting the right candidates via LinkedIn Jobs, Adventus has found it easier to fill specialized roles such as cybersecurity engineers, system engineers and network engineers. Applicants for evergreen positions such as onsite engineers are also more well-qualified and a better fit for the organisation than before.

Information and Communications Technology | 400+ employees

Goal 1: Expand aggressively in the Asia-Pacific region

Goal 2: Be a long-term employer of choice for top candidates



Our competitive edge in the ICT sector isn't just about incorporating and utilizing the latest technological advancements. It's about the extraordinary people we bring in. LinkedIn allows us to attract top talent, foster connections and showcase our culture to build an innovative team that thrives in this dynamic industry.

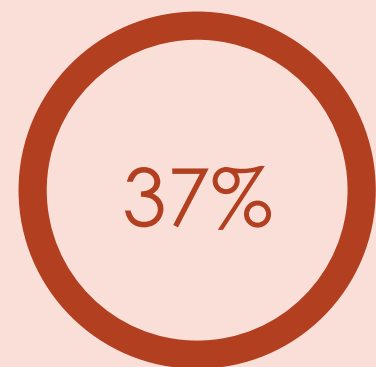
Don Foo Managing Director of Adventus



more candidates proactively reached



average hiring speed



surge in LinkedIn followers, hitting 29,000 in 6 months

