

SUCCESS STORY

THE ESTÉE LAUDER COMPANIES INCREASE CANDIDATE RESPONSE AND APPLICATIONS WITH DIGITAL-FIRST TALENT BRAND

As more consumers increasingly shopped online, Estée Lauder had to scale its ecommerce business, which meant adding more technical and digital talent to their team. In addition to ramping their recruiting efforts online, Estée Lauder’s Vice President Jolie Chehadeh knew they also needed to grow their employer brand digitally. Their first step was to enroll in **LinkedIn’s Talent Solutions Enterprise Program (TSEP)** so that Jolie’s full team could access LinkedIn Recruiter and post all of their open jobs. The team also began using LinkedIn media—such as Sponsored Updates, Recruitment Ads and Pipeline Builder—to build their digital footprint and share content on the company’s culture and ambitious ecommerce growth. In just over 6 months, Jolie’s team surpassed their InMail and Job Ad engagement goals while boosting brand exposure and attracting quality candidates.

IMPACT

INCREASED BRAND AWARENESS	After establishing a greater digital presence on LinkedIn, Estée Lauder grew their LinkedIn Career Page traffic by 100% in just over 6 months.
HIGHER INMAIL RESPONSE RATES	With increased brand awareness from media, Estée Lauder has experienced nearly a 50% InMail response rate, far surpassing the team’s goal of 30%.
BOOSTED JOB AD EFFECTIVENESS	Estée Lauder saw a 15% average apply rate from their job ads—well above their initial goal of 12%.

“The way our consumer is shopping is changing, which means we have to change too. LinkedIn helps us expand our digital presence and connect with the talent we need for the future of the Estée Lauder Companies.”



JOLIE CHEHADEH
VICE PRESIDENT,
THE ESTÉE LAUDER COMPANIES