

How a collaborative approach to audience engagement and brand awareness enabled OBSS to support and grow a skilled tech community

## Success story

### Influencing a global technology ecosystem with innovative hiring strategies

OBSS is one of Turkey's largest corporate technology consulting companies. Since its founding in 2005, the technology expert has grown significantly, attributing its success to the skills within its team. The high level of knowledge within the business enables OBSS to positively influence the global technology ecosystem by supporting the personal growth of talented employees and investing in long-term projects that nurture the tech community.

CodeMaster, created by OBSS, is a coding competition in Turkey that aims to help university students discover their talents, maximise their potential, and integrate into the world of tech. Despite being well-established in Turkey, OBSS sought to increase awareness of CodeMaster and engage more high-potential students from prestigious international universities. This, in turn, would positively contribute to the company's global hiring strategy.

To achieve this, OBSS turned to LinkedIn and utilised its full suite of products to connect with its target audience, interact at scale, increase the competition's visibility, and expand its talent pool.





# Challenge

## Adopting a dynamic approach to recruitment to identify the right talent

CodeMaster has become a leading coding competition for university students in Turkey, creating a significant impact over the years. OBSS aimed to achieve the same success on a global scale, reaching more students and discovering talent worldwide. However, the biggest challenge in this process was to create the same level of impact globally and reach the right audience. Therefore, it had to go beyond traditional engagement methods and adopt an innovative and dynamic recruitment approach.

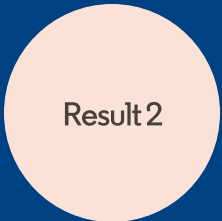
LinkedIn played a crucial role and became a core part of OBSS’ strategic plan. OBSS recognised that without access to LinkedIn’s comprehensive tools, identifying the right talent would be challenging. Furthermore, communicating effectively with stakeholders and candidates would be more time-consuming.

Sühendan Işık, Chief People and Culture Officer at OBSS, explained: “Previously, we were primarily using platforms based in Turkey. However, by focusing on LinkedIn in the global context, we took advantage of LinkedIn’s unique position in building professional networks, which made it easier for us to find the right touchpoints with our target audience.”

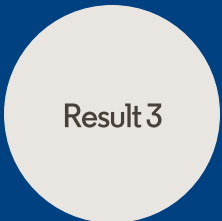
## Results



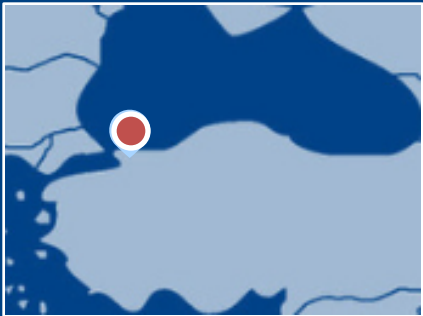
**Record-breaking applications**  
Internship applications increased by 53.56%



**Increased visibility, engagement, and followers**  
Since launching CodeMaster, impressions rose 304.4%, engagement 250.3%, and followers 47%.



**Highly engaged audience**  
Job posting views have increased by 74.24% in the last 12 months.



**Industry:** Information Technology & Services

**No. of Employees:** 850+

**Headquarters:** Teknopark, İstanbul, Türkiye

**Headquarters:** Türkiye (Istanbul and Ankara), London, Amsterdam, Baku



## Solution

### Creating a comprehensive roadmap to maximise engagement and enhance reputation

OBSS created a roadmap that featured four phases: preparation, promotion, competition, and feedback. The roadmap sought to collaborate with target universities, connect with university representatives, promote CodeMaster through social media, increase engagement through live and relevant Q&A sessions with technical mentors, guide participants, collect feedback and identify areas of improvement for future competitions. At each phase, OBSS implemented effective tactics to maximise engagement with students while enhancing its reputation.

### Establishing deep connections and partnerships with LinkedIn

To increase participation and expand CodeMaster's global reach, OBSS collaboratively worked with LinkedIn. Talent Insights enabled OBSS to identify regions with higher concentrations of talent, LinkedIn Ads targeted specific groups and resulted in more effective participation, Analytics measured the effectiveness of campaigns and helped optimise business strategy, whilst Life Pages showcased company culture. LinkedIn Learning hosted specialised CodeMaster learning modules and LinkedIn's AI tools – including AI-driven InMail generation – also played a significant role in the recruitment process.

“Establishing partnerships with stakeholders and identifying the right contact points proved to be one of the most difficult aspects of the process,” said Sühendan. “By actively and purposefully using LinkedIn, we established direct connections with international universities, students, and experienced professionals. This helped us expand our talent pool while identifying and guiding the best candidates.”

*Thanks to LinkedIn, we made our global recruitment processes efficient and reached the right audience with our effective strategy."*



**Sühendan Işık**

Chief People and Culture Officer at OBSS



## Amplifying the message and increasing application rates

By directly engaging with students through CodeMaster, OBSS introduced them to a multitude of career opportunities. Additionally, its support for the tech ecosystem helped it to build positive relationships with candidates, increasing offer acceptance rates.

Sühendan concluded: “Thanks to LinkedIn’s vast reach, we were able to build long-term collaborations not just with individuals but also with academic institutions. Our key success metrics included the number of candidates reached through the platform, engagement rates, and the sustainability of the partnerships we established.

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