



How the CEO helped build a brand at Snam.

SUCCESS STORY

When European gas utility **Snam** needed to attract experienced engineers, management knew the company needed to differentiate itself from its competitors. A strategic approach was required, but the company also recognized the vital role that strong leadership would play in establishing the business as an employer of choice. Using the LinkedIn platform, the communications team and Snam's CEO Marco Alverà launched a campaign highlighting the company's focus on technology and the need for highly skilled people to help drive innovation.

2.5x

Growth in Company Page followers with engineering backgrounds

+63%

Growth in Alverà's followers within weeks of campaign start

51%

Snam new hires influenced by LinkedIn



THE CHALLENGE

Messaging a strong employer brand

Snam's business strategy relies on developing new technology, and attracting skilled engineers was critical to creating value moving forward. So the communications team crafted an employer brand campaign focused on Snam's evolution from utility to forward-thinking innovator. Nurturing talent was key and it was a message that had to flow from the top. They just needed a way to reach qualified candidates.

THE SOLUTION

Engaging the right candidates

LinkedIn provided Snam a channel to communicate the company's messaging to a professional audience. People with specific skill sets were targeted with information on relevant jobs and company news from Snam's LinkedIn Company Page, while CEO Marco Alverà communicated his perspective on Snam's role in the gas industry. The company also created employer branding campaigns using [LinkedIn Career Pages](#) to tell the stories of employees and their experiences. This multi-pronged approach led to higher visibility and stronger engagement with targeted candidates.



We created a content strategy to improve the perception of the company, raise its profile, increase brand awareness, and bring to life the story of its transformation.



Salvatore Ricco

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