



CASE STUDY

Swvre

- Mobile marketing business that designs and delivers campaigns across the globe
 - Operates across North America, EMEA and APAC
 - 51 – 200 employees



THE CHALLENGE

With a highly specialized service offering, Swrve faced significant recruitment challenges when filling sales roles. Finding the right blend of sales skills and technical knowledge within their space was proving to be exceptionally difficult. Competition for candidates was also extremely high, especially in New York, London and San Francisco where the demand for relevant sales tech talent outweighs supply.

Despite offering a great range of benefits, Swrve needed a way to turn their small company culture into a real asset in order to find and attract the right people. They also needed to be effective with limited resources. The challenge fell to HR and Marketing, who share Swrve's employer-brand lead duties.



THE SOLUTION

As a smaller, tight-knit company, Swrve used LinkedIn Career Pages to reflect their family-oriented values and to differentiate themselves from the larger players in the market. By turning the company's size into its strength, they improved their appeal to people who prefer working in a smaller-business setting where they have the opportunity to make a greater impact. Swrve showcased their social culture by encouraging employees across the globe to contribute photos and videos. LinkedIn has given Swrve the ability to truly compete with the big tech companies, appealing to candidates on a much more personal level.

With the Next Generation LinkedIn Career Pages, Swrve was able to accomplish this quickly. Swrve's employer-brand representatives were particularly passionate about driving hires and showcasing their offerings for employees. Within a few days, the HR brand team was able to set-up the page, draft the content, and post it to the site. Even as an individual owner, the enhanced functionality meant that ongoing updates were easy for Swrve to manage.



Suzanne McVey
Head of Global Demand Generation at Swrve

“The Career Pages give us many different sections to share our employees’ voice.”



254%
rise in job clicks

35%
increase in page views



40%
of all hires impacted by
the career page

THE RESULTS

As a small business, Swrve was able to drive big results with limited resources. The simple and clean interface allowed contributors to quickly and easily share content. Most importantly, LinkedIn Career Pages successfully illustrated Swrve's company offering and effectively delivered their message to sales and technology professionals. In fact, the use of the pages had an effect on 40% of the company's hires in the last year.

Their strategy and content led to improved brand affinity in the sector and achieved increased recognition from their target audience. Since launching the Next Generation LinkedIn Career Pages last summer, Swrve have seen a 254% increase in the number of job clicks. The monthly increase in company and career page views is 35%, while the number of followers of Swrve grew by more than 500 over 90 days – to 8,617.