



# How Swrve plays to its strengths.

## SUCCESS STORY

With a highly specialized service offering and facing stiff competition from bigger tech companies for talent, **Swrve** was having difficulty filling sales roles. The HR and Marketing teams, who share Swrve's employer-brand lead duties, knew that to attract the right people they would need to turn their small company culture into an asset. Carefully crafted content on LinkedIn Career Pages helped them showcase their brand and attract sales and technology professionals.



### The right people

40% of all hires interacted with Swrve's LinkedIn Career Page.



### Increased interest in jobs

After the new content strategy was rolled out, clicks on job postings increased 2.5 times.



### More followers

Career Page and Company Page views—and followers—have steadily grown.



## THE CHALLENGE

# Competing with big players for candidates

At Swrve, finding employees with the right blend of sales skills and technical knowledge was proving exceptionally difficult. And competition for candidates was extremely high especially in New York, London, and San Francisco where the demand for relevant sales tech talent outweighs supply. To attract the right people, Swrve needed a way to turn its small company culture into an asset.

## THE SOLUTION

# A content strategy to highlight strengths

A small, tight-knit company, Swrve used its [LinkedIn Career Page](#) to reflect family-oriented values and differentiate itself from the bigger tech players in the market. Swrve showcased the company culture by encouraging employees around the globe to contribute photos and videos, helping the company connect with sales and technology professionals who prefer working in a smaller setting. The strategy and content led to improved brand affinity in the sector and increased recognition from Swrve's target audience.

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LinkedIn Career Pages give us many different sections to share our employees' voices.



**Suzanne McVey**

Head of Global Demand Generation  
Swrve

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