



# How LinkedIn helps Tobania to attract talent, nurture company culture and stay connected

## SUCCESS STORY

### Meeting strategic objectives

Tobania is a trusted business and technology consulting partner that helps clients to elevate their business, data and technology in today's rapidly changing world. Tobania considers itself to be a game-changer, a young and vibrant, 100% Belgian company and a "challenger" in its market.

With more than 1,000 employees – called Tobians – the company describes itself as "the ultimate wingman". Tobania is more than a consultancy firm, it wants to propel its customers' businesses, data and technology forward. To achieve this, a strong vision and clear execution are key. By working openly and constructively with LinkedIn, Tobania has developed a strong brand that has influenced hire rates in a sector where there is high demand and intense competition for talent.



## THE CHALLENGE

### Working in partnership to address multiple challenges

Tobania faced several business challenges. It has worked with LinkedIn since its inception in 2014 but opted to strengthen its partnership agreement in 2019. Tobania wished to attract and retain talent, nurture a growing company culture, increase and strengthen brand recognition, deepen its connection with customers, (future) employees and stakeholders and support its Tobians with increased learning and development opportunities. All whilst staying ahead of the curve.

## THE RESULTS



### Position Tobania as an employer of choice – attracting new talent is key

Total influenced hires: 85% influenced hire rate 2021



### Nurture a strong company culture – demonstrate Tobania’s vision

Job viewers: Increased by 67% in one six-month period (Nov 2020 – April 2021)



### Build strong relationships with employees and customers

In just six months, Tobania has increased its followers by 1,123 thanks to strong employer and customer branding

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## THE SOLUTION

# On the right track – data influences business decisions

Since 2014, Tobania has grown significantly. Today, its desire to grow has not waned. It wants to attract new talent to ensure that the future demands of the business are met, and it wants to increase brand awareness. “Tightening our partnership in 2019 was a good strategic move,” explained Jenna Bloem, Recruitment and Employer Branding Expert, Tobania. “Our visibility is higher than before. We’ve grown already, as a customer and employer brand, and in recruitment excellence.”

Tobania uses a range of LinkedIn products – LinkedIn Sales Navigator, LinkedIn Campaign Manager, LinkedIn Recruiter and LinkedIn Learning – helping Tobania to increase its visibility in a competitive marketplace, attract the best talent and develop its employees. This has been achieved because all departments (marketing, recruitment, HR, learning and senior management) are aligned thanks to a strong vision and example set by Lode Peeters, CEO of Tobania.

For example, Tamara Wilms, Business Support Officer at Tobania, has welcomed the support that Tobania has provided during the pandemic. She testified: “In challenging times, such as during the quarantine period, LinkedIn Learning helped me to keep up my spirits. I am fortunate to be able to learn efficiently, regardless of location or context. I love that LinkedIn Learning allows me to make my progress visible in a professional way.”

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According to a recent employee survey, 98% of our Tobians feel committed and connected to our company values and culture.”



**Dimitri Poels**

Marketing & Communications  
Director, Tobania

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Progress and development are important to Tobania. According to Jenna, an open and constructive partnership with LinkedIn has enabled the business to act on comprehensive data-driven business reviews. LinkedIn Insight, based on data, informs growth, and helps Tobania to make the right decisions.

Jenna commented: "Team LinkedIn provides very good knowledge and helps us to keep growing. Their unbiased view and out-of-the-box approach ensures that we always dare to question ourselves in the right way. This means that we can make changes where necessary or, of course... that we continue as before!"

She continued: "We are constantly collecting feedback from our recruitment and HR colleagues to keep an eye on what is working and what might not. We are also committed to leveraging our network of Tobians. People from our own colleagues' network are very important to us, so we want to expand our reach in this way. We have put a lot of effort into creating original, personalised InMail templates and we have also tried to give our Career Pages a unique touch."

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We enable our people to grow and thrive in the challenging world of today and tomorrow.”



Jenna Bloem

Recruitment and Employer  
Branding Expert, Tobania

## Drawing talent to the business

Dimitri Poels, Marketing and Communications Director at Tobania, describes LinkedIn as a highly strategic tool. He said: “Growth is a very important objective of ours. Attracting new employees is key at Tobania. It supports our customer and employer brand and helps us to find new leads. We love to work with LinkedIn to address marketing challenges, find prospects and connect with clients.”

The partnership is working. In one six-month period, new followers have increased by 1,123, job viewers have increased by 67% and company updates have engaged 211,200 people. But that’s not all... 85% of Tobania’s hires have been influenced by what they have seen on LinkedIn. Tobania is outperforming its peers in a very competitive talent landscape. Such success is a result of Tobania’s impeccable communication, strong approach to collaboration and great internal focus.

Of further significance is a recent employee survey, which revealed that 98% of Tobians feel committed and connected to company values and culture. A figure that can be partially attributed to Tobania’s strong presence on LinkedIn and a connected network. This fact is highly significant as it draws talent to the business.

Dimitri concluded: “We believe that the future looks bright. We have already come a long way and are highly motivated to continue this path. We are, therefore, constantly looking for further optimisation. Our aspirations are big for the coming years. We really believe that the best is yet to come!”

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