

Employee brand ambassadors, talent attraction, a strong employer brand and a qualified audience on LinkedIn

The challenge: Showcase company life, position as an employer brand, and attract talent

Initially, they faced the challenge of convincing employees about the importance of showcasing the company's values, culture, and benefits externally. They also needed to address fragmented and non-strategically planned investments in their employer brand. Besides, further challenges arose around understanding who was their target audience and how to attract new followers on the LinkedIn platform.



Alongside LinkedIn Recruiter, Job Slots and Career Page, we attracted top talents to our company - professionals eager to contribute, grow, and share their knowledge, generating value for themselves and the company. LinkedIn's support was crucial in amplifying our brand's visibility on the professional network, increasing employee engagement, and enhancing our dialogue with the industry and our followers, leading to remarkable results since then".



María Teresa Alfaro
Corporate Affairs Manager.

+40% **+125%** **58%**

increase in
influenced hires

increase in page
visits

InMail message
acceptance rate over the
last 12 months



The solution: Employees as ambassadors, talent attraction, a strong employer brand and a qualified LinkedIn audience

The first step was turning Grupo Unicomer employees into brand ambassadors, emphasizing the importance of regular interaction on LinkedIn to promote Grupo Unicomer as a strong employer brand. This positioned them as a leading company in the market, attracting the best talent. This was achieved through an internal motivational campaign by Grupo Unicomer in partnership with LinkedIn, encouraging employee participation on the professional platform and posting sponsored content on the company page.

Another essential action was the close collaboration between Grupo Unicomer and LinkedIn to evaluate the brand's position on the platform and design a holistic strategy to increase the company's presence on LinkedIn. This aimed to impact the current audience with higher quality and frequency while attracting new audiences. The result was a robust, long-term corporate campaign as an employer brand, with both local and international focus, yielding positive results within the first few months.



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