



# How WHC leveraged LinkedIn’s Hiring Enterprise Programme to strengthen its position within a competitive and fragmented marketplace

**The Challenge:** Growing superior candidate engagement and increasing brand awareness

- WHC set ambitious growth plans for a 25 per cent increase in revenue for 2023
- WHC needed to consolidate its market share such as white-collar permanent placement.
- Although WHC’s use of LinkedIn and results were strong, they were not sufficient to support its growth goals.
- Intense competition and market transformation required WHC to be more strategic, leveraging LinkedIn, developing strong relationships with target groups, increasing employer branding, and positioning itself at the forefront of talent acquisition.

**The Solution:** Using LinkedIn to increase visibility and support talent attraction and retention

- WHC launched a large omni-channel campaign to grow brand awareness across Hungary, reaching 65% of the target market in 12 months.
- WHC used LinkedIn Hiring Enterprise Programme to engage employees, specialists, and clients, driving efficiency in converting candidates across channels.
- LinkedIn enabled WHC to engage key stakeholders consistently, significantly impacting the organisation’s bottom line and increasing traffic and engagement.
- WHC aligned internally on target groups, areas, and key messages, collaborating with LinkedIn to optimise strategies and track results.
- Increased InMail response, job application rates, and followers, achieving 16% growth and five-fold follower increase, leveraging LinkedIn effectively.

## Brand engagement

6x more engagement actions YoY

74%

InMail acceptance rate (brand engaged candidates) increased by 74%

30%

Exceeded initial goals and outcomes (set internally) by 30%



## Staffing and Recruiting | 201-500 employees

**Goal:** Strengthen position within a highly competitive marketplace



LinkedIn is a great platform for staffing, recruitment, marketing, PR, and sales for companies looking to engage their stakeholders, from clients to candidates and internal talent. We have found that it is easy to use and easy to target specific target groups. It is also a great tool to build brand awareness and brand consideration for all sorts of organisations. We have a great relationship with LinkedIn and we receive help to optimise each of the Hiring Enterprise Programme products we use. We will continue to use the products and introduce them to other countries where we are present.



Laszlo Eros  
Marketing Director at WHC

