



# How ezCater Strengthened its Employer Brand and Increased Candidate Experience With LinkedIn

## Challenge: Strengthen ezCater's employer brand to meet recruitment needs

- ezCater needed to strengthen its employer brand to attract more qualified applicants due to rapid business growth.
- The company aimed to widen its talent search beyond its main offices in Denver and Boston and engage with tech industry workers to educate them about the company culture and opportunities.
- A centralized and consistent platform was required for ezCater's employer branding content, which was previously scattered across different channels.

## Solution: Use LinkedIn Career Pages to meet candidates where they are

- ezCater launched a content marketing campaign on their LinkedIn Career Page, making it the central hub for employer branding and engaging with potential candidates.
- The campaign involved collaboration across departments and included creating nine sub-categories on the LinkedIn Career Page to highlight culture within the organization.
- A variety of content such as infographics, employee testimonials, and a "Day in the Life" video were shared, resulting in increased engagement.

Tech, Hospitality | 1,000 employees

Goal 1: Strengthen Employer Brand



"We're bringing people into the recruiting funnel who are more informed about how we work as a company, what our culture is, what our values are. It's led to a more streamlined interview process because our recruiters and our hiring teams don't have to do a ton of educating."

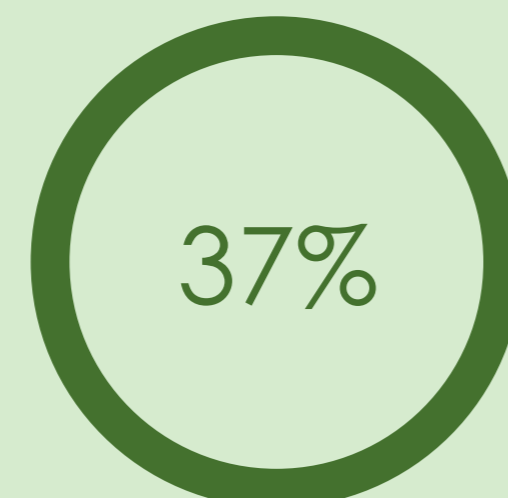
**Paige Durgin** Senior Manager | People Operations and Systems



NAMER Region



Average increase in candidates more likely to accept InMail when they engage with ezCater's employer brand on LinkedIn.\*



So far in 2024, more than 1/3 of candidates have been hired from LinkedIn, a +15% increase from the prior year.



\*Received a Traffic Driver or WWU ad impression, visited Jobs or Life tab, or interacted with the "I'm Interested" button.