



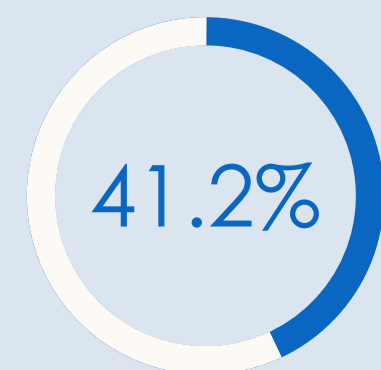
# Learn about Eaton's strategy for boosting applicant quality

**Challenge:** Rebranding a 100-year-old manufacturing company to reflect its evolving business

- Eaton was digitizing its operations and making its manufacturing processes more sustainable
- Needed to hire more software engineers
- Wanted to update its employer brand to better reflect its changing business and talent needs

**Solution:** Launch a multimedia content marketing campaign with LinkedIn as a key distribution channel

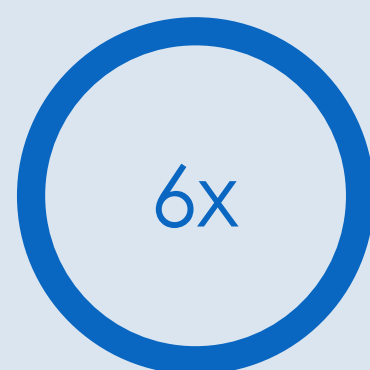
- Created a new campaign, Energize Your Career, to humanize the employer brand and attract engineering and tech talent
- Shared employee testimonials in quote cards and videos
- Updated its LinkedIn Career Page and added subsections (Veterans, DEI, Women, Sales and Engineering) to target specific candidate groups



Influenced hire rate on LinkedIn



More likely to accept an InMail when candidates engaged with Eaton's Employer Brand on LinkedIn



More likely to be hired than those who did not engage with Eaton's Employer Brand on LinkedIn



EMEAL Reach

Intelligent Power Manufacturing | 92,000 employees

Goal 1: Strengthen Employer Brand



The number of qualified applicants is our main key performance indicator - and that has increased dramatically. When you publish employer branding content, candidates have a better idea of who you are, which attracts a higher quality applicant."

**Kristin Oravec** Global Employer Branding Leader, Eaton

