CASE STUDY · COMPANY PAGE

Engineering and construction services company · teams in three countries

An engineering company page where career stories beat job ads two to one

68,140

impressions from 50 posts

~1,360

views per post with 1,095 followers

2.88%

average engagement rate

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Before, challenge, goal

Before

A company page with about 1,100 followers and teams in three countries.

Challenge

Reach future employees and partners from a small page, with recruitment content people actually read.

Goal

Show the people behind the projects and build an employer brand.

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What we did

A people-first plan

Career paths, cross-border team events, industry events and leaders' personal stories.

Recruitment inside stories

Career stories instead of plain job ads, so candidates see what the job is really like.

Analytics after every period

Every report shows which posts to repeat and which to drop.

HOW WE WORK

1. Workshop and training
2. Profiles
3. Strategy
4. Content and weekly call
5. Monthly report

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What works

COMPANY NEWS

6.0%

engagement on the best post of the period

TEAMS

4.4%

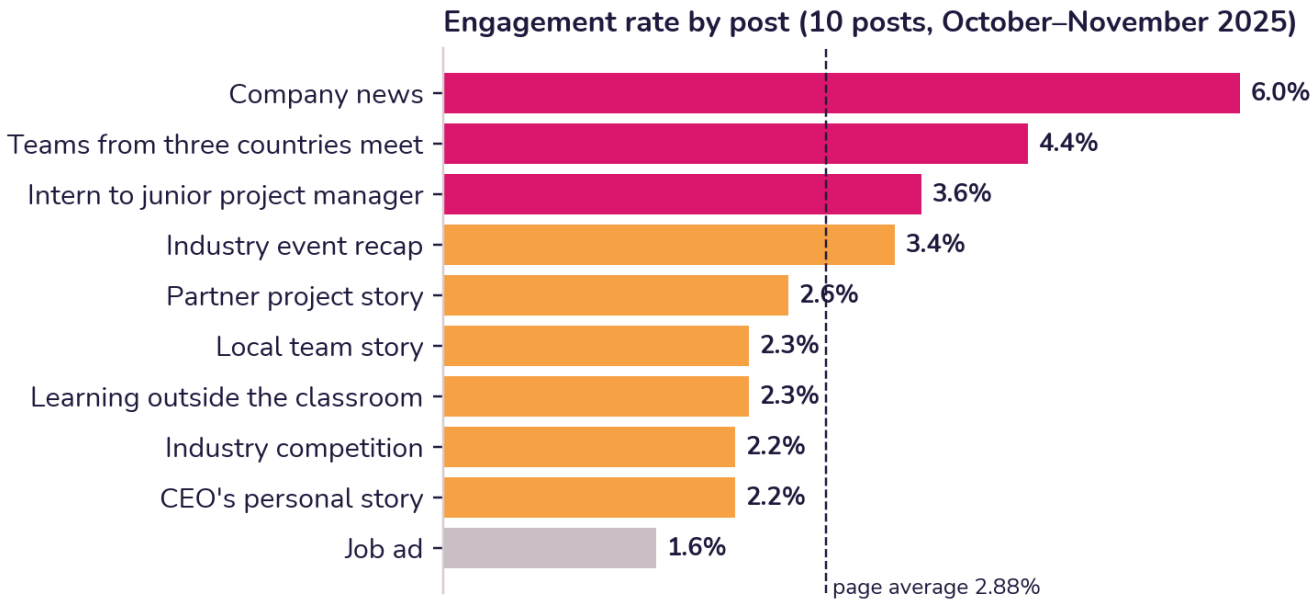
teams from three countries meeting in person

CAREERS

3.6% vs 1.6%

an intern who became a junior project manager, vs a plain job ad

Results



- On average each post was seen by more people than the page had followers.
- 1,856 likes, 60 comments and 49 shares from 50 posts.
- The career story earned more than twice the engagement rate of the job ad.

WHAT THIS MEANS

Put recruitment messages inside people stories. A career story shows a candidate what the job is really like.

Want results like this?

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It starts with a free LinkedIn audit of your company page or a leader's profile.

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