



PROJECT

CLIENT REQUIREMENT



A South African financial services group required culp talent advisory support to refine employer branding activity specifically on LinkedIn. Sponsored by Group Head of Resourcing.

CULP SOLUTION



Workshop to understand the Group's strategy and employer branding activity specifically on LinkedIn. Identifying recruitment marketing, employer branding and budget adjustment opportunities.

RESULT & IMPACT



culp interpreted the talent analytics provided by the client and together with HR and marketing were able to identify the most effective strategy and channel to add value to search and recruitment activity, targeting the right talent and adjusting spend with LinkedIn.

Employer branding activity and spend was shifted and executed effectively, strengthening the relationship between HR and marketing and the vendor.

LEARNINGS



The relationship between HR and marketing is critical in communicating the right culture message in line with corporate branding. A misalignment results in unnecessary and wasted spending with vendors and products, resulting in targeting the wrong talent, communicating a culture that doesn't exist and significant time invested in search and talent pooling activity of little value.