



Degroof Petercam puts people first.

SUCCESS STORY

Belgium-based **Degroof Petercam** places high value on finding highly skilled, talented people who are passionate about what they do. To highlight opportunities company wide, the firm created an employer branding campaign—Make a Mark—and turned to LinkedIn to help position itself as an employer of choice.

30k+

Professionals reached over several months

+20%

Growth in job applications

50%+

Positions filled directly through LinkedIn



THE CHALLENGE

Becoming an employer of choice

Degroof Petercam, a family business with more than 1,400 professionals in offices across Europe, wanted to attract talented people to its wealth management business. With an emphasis on empowering employees to “make a mark,” the company hoped to engage applicants who want to put people first, make a difference, and support clients in achieving their financial dreams.

THE SOLUTION

Highlighting the employee value proposition

LinkedIn was instrumental in positioning Degroof Petercam as an employer of choice by highlighting its Make a Mark campaign. Employees' personal stories are posted to the firm's LinkedIn Company Page and shared via **Sponsored Content**. With the help of **LinkedIn Recruiter** and **Pipeline Builder**, the company brought recruiting in house and created a dedicated talent acquisition team. With unique stories about Degroof Petercam brought to life through targeted video content and blog posts, the company hopes to engage with 500,000 professionals.

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By using LinkedIn, we are not only reaching potential new colleagues but also new clients. Via targeted searches, we have found more than 80 new colleagues and via the excellent segmentation options and projects, we are building talent pools for the future.



Nathalie De Geyter

Community Manager
Degroof Petercam

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