

Evonik attracts the right audience to their career website through targeted content

SUCCESS STORY

Thanks to the hashtag #HumanChemistry and appealing assets, Evonik developed a strong and authentic employer branding campaign on LinkedIn.

Sponsored content campaigns (single image and video) were used in order to attract the right audiences to their career website to drive high quality applications. Success was tracked via the LinkedIn Insight Tag.



1.92% engagement rate

Strong engagement rate for the 2 main audiences: Chemicals & Engineering



Up to 54% conversion rate

Conversion rates improved significantly from the first to the third campaign (from 28% to 54%), which resulted in a considerable decrease of the cost-per-conversion over time.



THE CHALLENGE

Attracting the right candidates to their career website

For a B2B company that does not produce end products itself, showing career paths and their impact in the world can be a challenge. Evonik explains how it contributes to a wide variety of products, e.g. makes tires more fuel-efficient, towels fluffier, mattresses bouncier. “As the builders of the future, we are working to improve people’s lives by thinking beyond chemistry. Today and tomorrow it takes #HumanChemistry.” The Evonik employer brand adopts this in their messages for potential candidates. The LinkedIn campaign was part of their annual global media activities.

THE SOLUTION

The right mix for the right people

Thanks to relevant content pushed through 3 campaigns within 6 months, Evonik reached out to an audience in the fields of Chemicals and Engineering. The strong LinkedIn targeting capabilities allowed them to specifically decide who should see the content in their newsfeed.

In order to better track the ROI of the campaign, Evonik used the LinkedIn insight tag and was able to track conversions on their career website.

Campaign in three waves (July, Sept, Dec)

1st campaign – 4 different kinds of videos

2nd campaign – 1 single image ad

3rd campaign – 2 single image ads

“

Integrating LinkedIn as a first step in our talent acquisition process is a crucial part of our Employer Branding strategy and makes it possible to individually address our relevant target groups.



Anne McCarthy

Global Head of Employer Branding
Evonik