



## How Deiningers strengthened its digital leadership and boosted talent engagement

### Success story

### Building trust and visibility in the digital leadership space

Deiningers is an international executive-search and leadership advisory firm with more than 45 years' experience connecting organisations with top-level talent. The firm operates across multiple countries and is widely recognised for its results. Yet as the digital landscape evolved and competition increased, Deiningers saw it needed to communicate its point of difference more clearly and more consistently online.

The organisation wanted to be seen as a trusted advisor on digital transformation and leadership excellence. To achieve this, it partnered with LinkedIn and adopted a Hiring Enterprise Program (HEP). Together, they developed a unified content strategy that reflected Deiningers' "Strive to Excellence" vision, increased candidate engagement and grew the talent pipeline. The focus was on showcasing the firm's expertise, people and values through consistent, engaging, story-led content.



## Challenge

### Adopting consistency across continents

Deiningering faced several challenges in bringing its global communication together. Clients and candidates already saw the company as a leader in its field, but its online presence did not always reflect this. Content looked and sounded different from market to market because individual offices worked independently. As a result, messaging varied in tone, quality and frequency.

Deiningering wanted to strengthen its position as a thought leader on transformation and digital leadership. The team also aimed to increase audience engagement, build genuine connections with C-level executives, HR leaders and candidates, and encourage consultants and partners to act as active brand ambassadors.

## Results

### Result 1

#### Consistency = follower growth

Number of total followers (non-employee) grew by 54%

### Result 2

#### Reaching new candidates

Number of talented candidates applying for jobs increased by 12%

### Result 3

#### Receptive audience

InMails accepted = 319% increase



Industry: Staffing and Recruiting

No. of Employees: 51-200

Headquarters: Frankfurt, Germany



## Solution

### Developing a cohesive and authentic content strategy

To address these challenges, Deininger worked with LinkedIn to design a structured and scalable content framework that unified its presence across regions. Using LinkedIn's tools, expertise and data, the teams created a clear approach that gave every office access to the latest best practice and resources.

A central driver of this transformation is Chief Marketing Officer Harald R. Fortmann. With more than three decades' experience in the digital economy, he leads Deininger's digital strategy and helps shape the firm's overall direction. His deep understanding of the job market and hands-on experience of digital transformation make Deininger a more agile and trusted partner for SMEs in the digital age.

Under this strategy, Deininger partnered closely with LinkedIn to elevate its storytelling. Regular client success stories and leadership insights helped build trust, while clear brand guidelines ensured content stayed professional and cohesive. Deininger also used its Suits and Sneakers podcast to humanise the brand and showcase the people behind it. Together, these measures enabled local teams to create relevant content within a global framework that felt both authentic and aligned.



*LinkedIn enables Deininger to precisely identify relevant target groups, reach international decision-makers, and visibly position our Deininger and Eurosearch brands.”*



**Harald R. Fortmann**

Chief Marketing Officer at Deininger



## Increasing awareness through a targeted approach

The new content strategy focused on three main pillars: leadership insights, client stories and behind-the-scenes culture. These themes were tested for engagement and refined using audience analytics.

To drive participation, Deiningering encouraged partners and consultants to share their own perspectives and amplify corporate posts. A clear editorial calendar supported regular, themed posting, while an analytics dashboard tracked performance and informed ongoing optimisation.

## Building momentum, engagement, and brand trust

Within six months of launching the new strategy, Deiningering saw insightful data and clear, measurable results.

The unified, story-driven LinkedIn approach transformed the firm's brand presence. By combining authentic voices, visual consistency and thought leadership, Deiningering strengthened its reputation, increased candidate engagement and extended its global reach.

Consistency and authenticity led to significant follower growth, more inbound leads and greater interest from top-tier candidates. Higher content volumes and engagement made it easier to track share of voice in the marketplace. In parallel, the HEP unlocked multi-channel growth across Brand, Jobs and Recruiter, showing how a focused, consistent strategy on LinkedIn can deliver sustainable awareness and demand.