

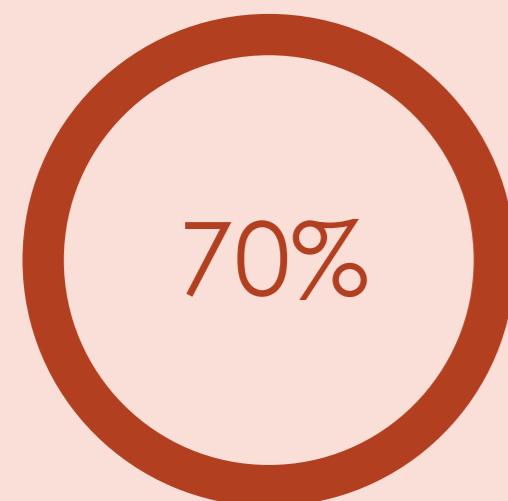
# Shifting gears: How GetGo accelerated hiring through LinkedIn Recruiter

## Challenge: Overcoming early-stage recruitment bottlenecks

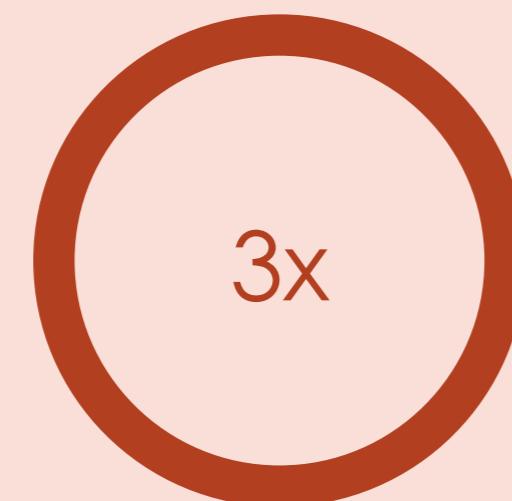
- As carsharing service GetGo geared up for rapid expansion, it faced difficulties in hiring for niche roles in marketing and tech. Finding potential candidates with the right expertise – who could also mesh well with the company's culture – was a challenge.
- After GetGo adopted LinkedIn Recruiter in late 2022, the time taken to source for promising candidates fell from 1-2 weeks to just 2-3 days. This played a crucial role in GetGo's expansion efforts as its staff strength more than doubled from 2022 to 2023.

## Solution: Targeted outreach to zoom in on the right candidates

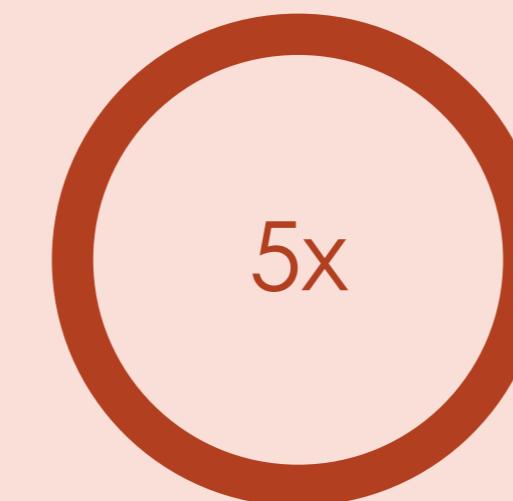
- Vast talent pool:** LinkedIn's job ads have been the most effective channel for GetGo to target suitable applicants. Tapping on LinkedIn's vast pool of working professionals, GetGo received 10,888 applications through LinkedIn job ads in 2024 alone, more than what it received from its own careers page.
- Optimising outreach:** With smart recommendations and 40+ advanced filters, LinkedIn Recruiter helped GetGo find top-tier candidates who were also more likely to be open to opportunities with them. For hard-to-fill roles, the hiring team used LinkedIn Recruiter's applicant searching and InMail functions to contact promising candidates directly – and an impressive 45.6% of them responded in 2024.
- Employer branding:** By spotlighting its employees and posting regularly about the company's activities, GetGo's LinkedIn page showcases how it is an inclusive and vibrant place to work. Its followers on LinkedIn have grown from 2,800 to over 15,000 since December 2022.



Of tech and marketing hires from LinkedIn Recruiter



Faster at sourcing for promising candidates



Growth in LinkedIn followers in 2 years

Carsharing Service | 180+ employees

Goal 1: Enhance existing car-sharing features to deliver the best user experience

Goal 2: Expand fleet and services globally while growing sustainability goals

“

Recruiting is never easy, but LinkedIn Recruiter helps us get it going. We're able to find, attract, and ultimately hire way quicker than ever before.”

**Ronald Cheung** Technical Recruiter, GetGo

