



Driving Growth Through LinkedIn Enterprise Programmes & Employer Branding

Turknet is one of Türkiye's leading independent internet service providers, known for its innovative culture and commitment to offering high-speed, unlimited internet. By embracing LinkedIn's enterprise-level recruitment tools and employer branding initiatives, Turknet strengthened its talent acquisition pipeline while reinforcing its position as an employer of choice in the tech and telecom industry.





Challenge

Increase visibility among top tech and telecom talent.

Before joining LinkedIn's Hiring Enterprise Program, Turknet faced a competitive talent market and several critical hiring challenges. First, the company needed to increase visibility among top tech and telecom talent. Despite having an active LinkedIn presence, Turknet struggled to stand out in a crowded space where leading employers were competing for the same high-demand skill sets.

Second, Turknet aimed to build a stronger employer brand that would resonate with quality applicants. While the company's culture was vibrant and innovative, this story wasn't reaching the right audience effectively enough to attract top-tier candidates.

Finally, Turknet sought to improve engagement with potential candidates and convert interest into applications. Although job postings and recruiter outreach were in place, the results in company page engagement, job visibility, and candidate response rates were falling short of ambitious hiring targets. These challenges highlighted the need for a more strategic approach to talent acquisition—one that could amplify Turknet's brand, expand reach, and deliver measurable hiring outcomes

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Results

Result 1

Talent Acquisition Impact: Recruiter seats surged from 1 → 53 (+5,200%), driving InMails up 149% and acceptance rates up 154%.

Result 2

Job Engagement Growth: Job postings rose 614%, apply clicks jumped 1,017%, and views soared 1,400%.

Result 3

Brand & Content Wins: Star of the Month boosted engagement (+127% views, +257% followers), Career Rotation updates grew 183%, and our LinkedIn Newsletter hit 17K+ subscribers with 250K+ views.



Industry: Technology, Information and Internet

No. of Employees: 501- 1K+ Employees

Headquarters: İstanbul, TR



Solution

Integrating the Hiring Enterprise Program's data capabilities with authentic employer branding content

Turknet transformed its approach to talent acquisition by amplifying its presence on LinkedIn, driving stronger engagement across its company page, improving job visibility, and increasing meaningful candidate interactions. This enhanced visibility ensured Turknet could stand out in a competitive tech and telecom talent market.

Through a combination of branded storytelling and targeted campaigns, the team connected with a significantly larger audience. They nurtured interest by showcasing Turknet's culture and values, then successfully converted that attention into measurable application growth.

Finally, data-driven decision-making became a cornerstone of Turknet's strategy. By analyzing performance insights, the team identified high-performing campaigns, replicated their success, and continuously refined the recruitment funnel for maximum efficiency and impact.

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At Turknet, we nurture a culture that is free-spirited, open to innovation, and unafraid to break the mold. The Hiring Enterprise Program not only strengthened our recruitment processes; it also connected us with culture fit teammates who share the same values.”



Esra Eseroğlu Günay

Chief People and Culture Officer
at Turknet



Through the strategic combination of LinkedIn's Hiring Enterprise Program and targeted Employer Branding campaigns, Turknet not only achieved but exceeded its ambitious hiring and engagement goals. The partnership delivered a stronger employer brand presence, positioning Turknet as an attractive destination for top tech and telecom talent.

Company page engagement surged, job visibility improved dramatically, and recruiter outreach became more impactful thanks to data-driven insights and personalised engagement strategies. Turknet also saw higher candidate engagement and conversion rates, as authentic culture-driven content resonated with a broader audience. By leveraging LinkedIn's analytics and campaign tools, the team was able to replicate high-performing initiatives, refine their recruitment funnel, and sustain long-term hiring success. This collaboration created a more effective, scalable recruitment process—powered by LinkedIn's tools and Turknet's unique culture.

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LinkedIn has become a channel where we can share the inspiring stories of our teammates and showcase the solutions that transform user experience. In doing so, we are able to bring both our unique culture and our leadership in technology to a wider audience.”



Gül Sağır Aydın

Chief Growth Officer at Turknet