

LEVERAGE YOUR BRAND

Close Talent Gaps.

Well-established companies need technical talent just like flashy tech startups. But talent doesn't often see these companies as viable places to foster a fulfilling career in tech. **They need branding to get talent and we have the solutions to secure it.** See how these big businesses did it.



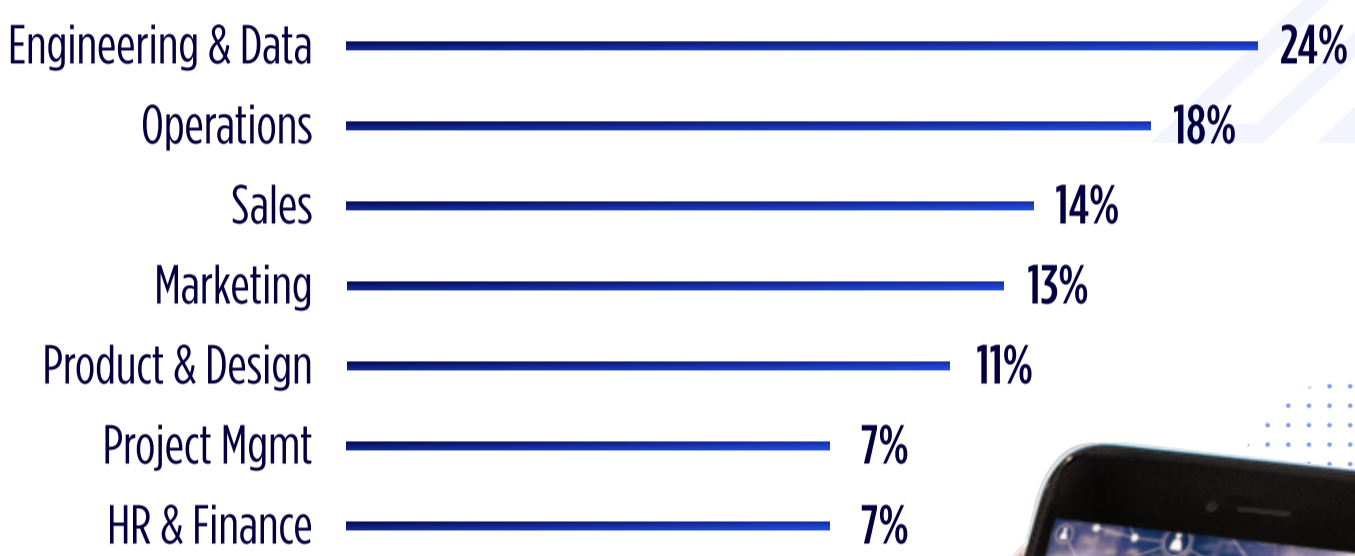
Northwestern Mutual

Most of our audience is engineering and data experts. Northwestern Mutual engaged those highly specialized professionals by discussing its data science roles and philosophy.

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Built In Users Areas of Expertise



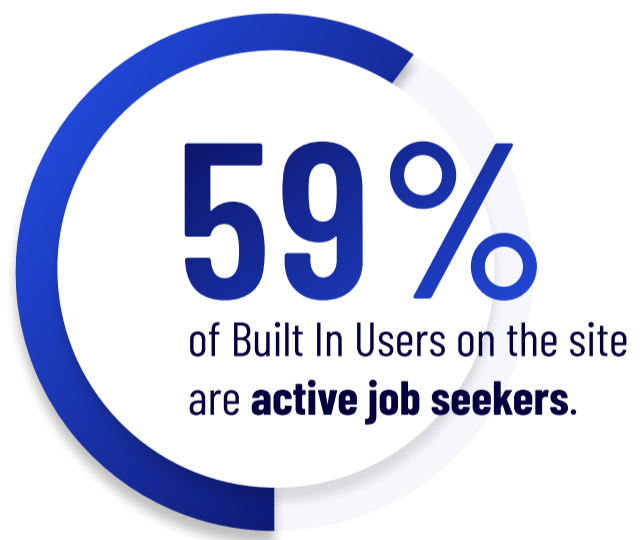
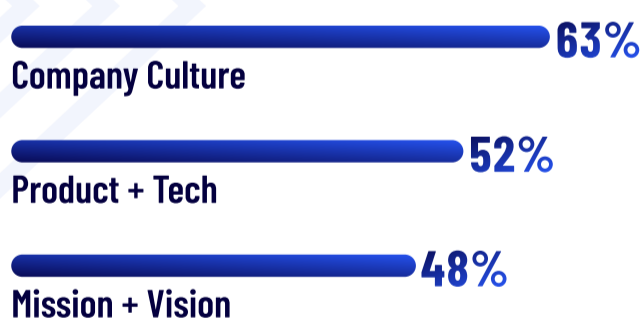
Walgreens

Walgreens positioned themselves as a culture-driven organization with their content, appealing to the **63% of our users** who said a company's culture makes them want to work there most.

[Read More on BuiltInChicago.org](#)



Content That Makes Built In Users Want To Work At A Company



Elements Valued Most by 25% of Our Users in Their Job Search.



Employer's Brand



Industry Stability



Name Recognition

Northwestern Mutual and Walgreens appealed to our audience of job seekers with content that appeals to tech professionals. Tenured employers offer name recognition and stability in spades and **with the help of our content offerings, businesses can get their branding up to par and turn our network of active job seekers into new hires.**