



TPD Tips

Employer Branding 101





Introduction

The Importance of Employer Branding

As an employer, you're likely aware that the most valuable corporate resource you have is your talent pool. The value and importance of recruiting and retaining top talent is only going to increase in the coming years with foreseeable demographic changes and shifts in available skillsets.

Something that's already been noted as a departure from past tendencies is the number of times a person will change jobs over the course of their lives. It's been estimated that the average person will now have more than ten different careers in their life, which is an undeniable indicator of increasing turnover in the workforce.

Combine this with the omnipresence of social media and brand exposure online, and you have an environment of brands actively positioning themselves as employers in the marketplace - in addition to product or service providers. If you want to get the best talent out there, you're going to need to get very competitive in how you market yourself to a very fluid talent pool.



“Firms with ‘strong employer brands’ attract at least 3.5 times more applicants per job post than other firms in the same industry.”

- CareerBuilder Survey



Step 1

Developing your Employer Brand

Assess the Situation

Your brand as a product or service provider is no longer enough. It used to be enough to have brand recognition to be viewed as a dependable employer. However, in the age of social sharing, potential candidates want to know what it's really like to work for your company, not just what you sell. What are your company values, attitudes, and strengths? Why do your employees enjoy being a part of your company's team? Top talent wants to feel valued, and they want to see the way you value your current employees and get a feel for your corporate culture.

Brands like Nike, Apple, and Google have very clearly distinguished through their marketing a strong employer brand that communicates very specifically who they are, what their culture is, and incidentally, the kind of person who would thrive in their company. The appeal of their corporate culture is well known, and as such, they have attracted top-tier talent. An Aon Hewitt survey of the Best Employers in Canada for 2013 identified 83% of the best employers on the list as having an explicit employer brand. Evidently, this makes a difference.

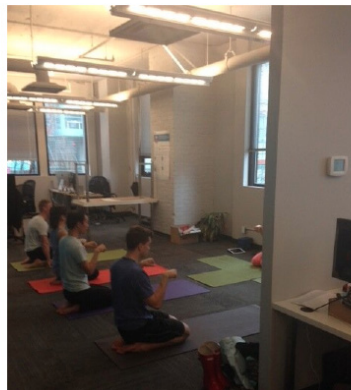
What Makes you Different, Really?

Much like selling to your customers, you have to understand your value proposition as an employer. What keeps your employees loyal? Why do they like working for you?

If your company has an intensive training and development program, then promote it. Do you reward employee innovation? Show it in a case study. Do you encourage health and wellness in your employees? Share those photos of your boardroom yoga class or your company running club.

Identify what makes your organization special, and then showcase it to the world.

Vancouver-based
tech company
Mobify
has a
social account
specifically for
recruiting purposes
that showcases
Mobify's
corporate culture.





Step 2

Identifying Your Major Value Proposition

Enhancing Your Company Culture

Organizational culture is not just a priority, but also a strategic imperative. Top employers know that a strong corporate culture attracts the right kind of employees. Regardless of the aspects of your culture, if they are on display, they will attract the kind of talent that will thrive in your environment.

Top employers are serious about creating a celebratory environment that provides meaning to employees. By integrating engaging events into daily work life, and larger celebrations more sporadically, the companies with the best employer brands are constantly pushing themselves to foster employee engagement and workplace enjoyment.

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Global retailer **lululemon** has identified their focus on health and well-being as a key component of their corporate culture and promotes this in their manifesto, making it very clear what kind of person will fit and achieve success in their organization.

the lululemon manifesto

We are passionate about sweating every day and we want the world to know it. Breathing deeply, drinking water and getting outside also top the list of things we can't live without. Get to know our manifesto and learn a little more about what lights our fire.





Step 3

Spread the Word

How to Share Your Employer Brand with Potential Candidates



PwC Phila Metro @PhilaPwC · Feb 20

Our winter interns come together to paint with a twist @toptowerphilly
@PwC_US_Careers #PwCAdvance pic.twitter.com/SbJ12YK5SY



Expand

Reply Retweet Favorites More

Get Social

Word of mouth is the most powerful and cost-effective method of employer branding. Your current employees are your brand ambassadors - no one knows better than them what the corporate culture is like, and in the age of social sharing, they're very likely to share that information.

Social media is a powerful tool to get your message out there, and your employees are often already talking.



Vancity @Vancity · Mar 13

Awesome! Congrats, Rianna :) RT @RiannaGanief: 5 years with @Vancity!
#ILoveMyJob pic.twitter.com/THmDzLZ3ON



Expand

Reply Retweet Favorites More

Step-by-Step Social

- Make sure your **company website** is up-to-date and reflective of the message you want to portray to the world. Your website is also a prime opportunity to establish your company as a thought leader and influencer in your field. Working for an industry leader is a drawing point for many potential candidates, so positioning yourself as such is beneficial to your employer brand.
- **LinkedIn** provides valuable information about your company along with employee recommendations and insight into the quality of individuals working there.
- **Facebook** allows you to present the human face of your company. Use it to post images, news, company activities, and people-related stories.
- **Twitter** is ideal for quick hit updates, sharing news and views from your company and industry, and posting employment opportunities.
- Your senior team members can share industry blog posts on **LinkedIn, Facebook, and Twitter**.

Use the Power of PR

Public Relations is a key tool to getting exposure for your brand. When you have something newsworthy to share, create a press release for the media and pitch it for pickup. When you receive earned media for positive news in your organization or industry, you position yourself as a key player in your field.

Seek out opportunities to contribute to articles in industry journals to raise the profile of your company and support your employer brand message. A great tool for this is HARO (Help a Reporter Out), a digest of journalists seeking quotes and input from industry professionals. This gives you the opportunity to reach out and potentially be published as an industry leader.

Don't Miss the Video Wave

As mobile becomes increasingly important in brand experience and recruiting, it is very likely that potential candidates will become more and more exposed to video. This means that the recruiting process will now need to have a video approach as well.

Make sure not to miss the wave on video by creating a company video that communicates your corporate culture. According to Career Builder, job postings with video icons are viewed 12% more than those without and receive a 34% greater application rate.

Be Consistent

Once you know your message, stick to it across all of your different media and online platforms.

Speak with one clear and consistent brand voice so your company will be heard. Using different voices can be confusing for your candidates and those interested in your company.

By using your brand voice to share your brand story with the world, you will be increasing your chances of attracting the top talent that identifies with your brand on a cultural level - and that's the talent you want.



Contact us today for help
defining your employer brand.

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