EMPLOYER BRANDING 101

DEFINITION OF EMPLOYER BRANDING

What people think it’s like to work at your company

What it’s actually like to work at your company
WHY EMPLOYER BRANDLING MATTERS

- War for talent rages; unemployment is at historical lows.
- Consumer behavior has influenced how we search for jobs.
- Employer branding enables a better fit.

RECRUITING IS LIKE MARKETING

- “What would a marketer do?” is a great litmus test for many employer branding initiatives.
- B2B and B2C marketing is relevant for employer branding.
CANDIDATE PERSONAS

• Candidate personas give us insights into who we are trying to attract.
• They are different for different talent demographics we want to reach.
• What are your candidate personas?

EMPLOYEE VALUE PROPOSITIONS

• EVPs define why people want to work at our company and why they stay.
• They are also different for each talent demographic.
• They show up in our employer branding collateral.
• It’s easy to get started in understanding your EVPs.