

The Complete Guide to Employer Branding





Every company cares what potential customers think of their brand but not enough care what potential employees think. The reality is today's candidates want more than a job. Most people want to work for a company that provides an ideal employee experience.

In this guide, we'll teach you how your company can create a positive employer brand that helps with recruiting. Your company will become known as an excellent place to work and will attract the best job seekers available.

Determine your employer value proposition

"Value proposition" is a fancy marketing term that refers to the concise description on why customers should buy from your company. It's a short statement that sums up your competitive advantages.

Creating an effective employer branding strategy starts with defining your employer value proposition. You need to highlight all the advantages of working for you company so you can catch the attention of the right candidates. Think of it as your company's identity in the eyes of current and potential employees.

When creating your company's employer value proposition, consider both the employee perks and culture and values provided to your employees.

Culture & values

- Culture refers to the overall atmosphere of the workplace and personality of your company.
- Values are the few buzzwords or short phrases that sum up your company culture and employee experience.

Employee perks

- The standard employee benefits like health insurance, retirement savings and time off.
- The nice-to-have benefits like gym memberships, commuter benefits and tuition reimbursement.
- Any other unique perks your company offers like employee discounts, Friday half days in the summer, travel opportunities, internal training programs, a cool office and so on.

Look at culture and values as your employee experience philosophy. Then put the philosophy into action by offering the right employee perks.

Defining your culture and values

Defining culture and a set of values is an exercise that involves your entire team. Start by speaking with the company founders. There's a good chance they've always had a vision of the type of employer they want their company to be. Then loop in the other members of the leadership and discuss what the culture should become as the company grows.



Finally, get input from your employees. They know better than anyone what it's like to work for your company and can tell you what is going well and what should be improved. Consider sending a company-wide survey so you can get a thorough overview of the work atmosphere from the perspective of your employees.

Finalize your employee value proposition

The main thing to keep in mind when forming your employee value proposition is to be authentic and honest. Don't make claims about your company that aren't true or fail to provide the full picture of your culture. Doing so will damage your employer brand in the long run and cause numerous hiring and retention problems.

By the end of this exercise, you should have a solid idea of your company's values, culture and employment perks and how each should evolve over time. Your value proposition will be the backbone of all employer branding efforts so be sure to give it the attention it deserves.

Build a great careers page and monitor its effectiveness

The most logical place to promote your employer brand is on your company website. Use your employee value proposition to create a careers section that provides an overview of the employee experience and lists all your open jobs.

The goal of your career section is to attract the right people to apply and deter the wrong ones. In order to achieve that goal, you need to clearly display what your company expects from employees and what you offer in return. Here's what your page should include:

- Company values
- Employee perks
- Company locations
- Photos and videos of your workplace
- Employee testimonials
- Company awards
- Employment programs
- The steps in your hiring process
- The roles you're currently hiring for

Your careers section should expand on your employee value proposition. Instead of simply listing your company values, show how your company puts them into action. Include photos of happy employees and awards badges to give credibility to your employment pitch. [Check out our guide "The Elements of a Great Careers Page" to learn more.](#)



Once your careers section is live, monitor its performance using web analytics and other software. You want to ensure the right people are seeing it and have a good user experience as they learn about working for your company.

Create and share content about your employees and culture

In this day of age, there are so many different ways to share information with the world. Your company can become known as a great employer and attract the best candidates by continuously sharing content featuring your employees. Give them the opportunity to express what they enjoy about their job in different, creative ways. Here are a few content ideas to consider:

- Write blog posts about workplace events, employee achievements and other company happenings.
- Create employee case studies where team members talk about who they are and what they love about their job.
- Share photos of your workplace and team members on Instagram, Twitter and other relevant social media channels.
- Create a great recruiting video that highlights your people.

Many companies make recruiting videos as part of their employer branding strategy. There are some great examples available online that range from inspirational to humorous.

There is only one rule when it comes to creating employer branding content: focus on your people. Other than that, you can have fun and come up with interesting ways to showcase what it's like being part of your company.

Once your content is live, share it on your company's social media channels. People like when brands share content that is relief from the typical marketing messaging. You also never know when you'll capture the attention of a great candidate who will feel compelled to apply to your company.

Apply for a Best Employers list and other awards

Winning an award or landing a spot on a list for being a great employers gives a lot of credibility to employer value proposition. People will see that you've been recognition by an impartial organization and beat out other companies in contention.

The likes of Forbes' "America's Best Employers" and Glassdoor's "Best Places to Work" are the lists to aspire to but they're obviously tough to get on. Your company can instead focus on state and local best-places-to-work lists and awards so you form a positive reputation with job seekers in the region. There are also niche employer awards for specific industries, veteran's recruiting, women's careers and more. Even *Outside Magazine* releases an annual best-places-to-work list that features companies that support the outdoor adventure lifestyle.



The organization's that give these awards and create these lists often do so as part of their own marketing efforts. That means you can increase the chances of having your company recognized by taking a proactive approach. Do your research and find awards and lists that your company qualifies for. Then complete your application and provide the selection committee with the necessary information and materials. You're making your case to the decision makers and providing them everything they need to complete their content.

Make employer branding part of your PR strategy

Applying for awards isn't the only outreach you should do for employer branding. Your company should also connect with relevant journalists, publications and websites and train your company spokespeople on your employer value proposition.

There are more business-focused news outlets than ever before and companies with an interesting approach to employment often make for compelling stories. However, it can also be a good idea to focus your outreach efforts on local media or publications that cover your business niche.

Like winning an employer award, being proactive goes a long way in getting your company featured in the news. Journalists are always looking for their next story and simply sending an email or striking up a conversation on social media can lead to some great coverage for your company. The worst that can happen is you don't get a response, so there is no downside to actively pitching your employer brand to the media.

Your company spokespeople should also be ready to talk about the employment experience. Recruiting and hiring go hand-in-hand with company growth so there's room to touch on it when speaking about business success. Company spokespeople often have a huge public audience when participating in interviews, making announcements and speaking at conferences so make sure they know the impactful points of your employer brand.

Encourage your employees to promote your brand

One of the best ways to elevate your employer brand is to let your staff do the talking. You likely have team members who are active on social media and like to share the highlights of their lives with followers from all around the globe.

Too many companies still have overly-restrictive social media policies out of fear their employees will say something that tarnishes the company image. But you should trust your employees to be mature and professional and only share appropriate content that helps your brand.

Allow *and encourage* your employees to share their individual experiences working for your company. Let them document their workday through photos and videos and talk about the



exciting projects they're working on. Modern social media even goes beyond the likes of Facebook and Twitter and includes channels like Instagram, Snapchat, Periscope and whatever is around the corner. Your employees can also give insight into working for your company through blog posts, podcasts and YouTube videos.

Promoting the employer brand on social media doesn't take much effort on the company's part. The key is to create a social media policy that is supportive of your employees expressing themselves while also outlining what is not okay to share. The benefits of a non-restrive social media policy far outweigh any negatives, since each employee can spread the word about your company to so many different people.

Provide a great candidate experience

Once you've established your company as great place to work, you need to live up to that reputation when hiring. People will apply solely because they heard good things so don't let them down.

A positive candidate experience starts when someone becomes interested in working for your company and ends when they either fall out of contention or start working for your company (in which case, the positive *employee* experience starts). Here is everything that makes up a great candidate experience:

- A great careers website that sums up your employee value proposition.
- An application process that is user friendly and easy to complete.
- An interviewing process that stays on schedule and keeps the candidate updated.
- A fair and painless salary negotiation.
- A welcoming onboarding process that sets the new hire up for success.

Treating your candidates with respect is simply the right thing to do. It also keeps the best candidates interested and supports your company's reputation as a great place to work.

If your company gives a candidate a bad experience, they can share the details on your company's Glassdoor profile or other places online. Negative reviews stick out like a sore thumb and unfortunately occur more than positive ones. Providing a great candidate experience will prevent most bad reviews but every once in awhile one will still creep up. Some candidates feel slighted when they don't get the job or take offense to other small things. In those cases, give a positive-yet-firm response to the feedback to show that your company cares about the candidate experience.



Take your employer brand to new heights

Your employer brand is one of the best recruiting assets your company can have. Follow the advice outlined in this guide and watch outstanding candidates flock to your company's careers website to apply for your open roles.



Questions? Feedback?

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