



A POWERFUL EMPLOYER BRAND IN 5 STEPS

STEP 1 | SET THE STAGE

▶▶ GETTING LEADERS ON BOARD

Most successful employer brands use a top-down model. Companies with strong employee brands likely have a high-level leader backing the plan.

A Hudson|RPO study showed that almost half of top brands had the CEO or president sponsoring the effort¹.

▶▶ DETERMINE STAKEHOLDERS

After getting leadership buy-in, think about who will play key roles in the employment branding effort.

Top companies tend to involve more people across more departments in promoting the employer branding.

However, it's important to establish clear ownership. Who owns the employer brand? Is it HR, Talent Acquisition or Marketing?

EMPLOYER BRANDING TRENDS 2020:

Employer branding continues to be “mission critical.” Companies that want to stay competitive and relevant need a well-defined employer brand as well as skilled professionals in this field.

▶▶ CAUTION!

A common misstep is to assign the task to an HR generalist, with limited branding experience. Instead, leverage impartial experts to develop a strategy and help promote your brand.

▶▶ SET YOUR BUDGET

An investment in employment branding is an integral part of your organization's employment strategy. A strong employer brand needs enough resources to be successful.

Hudson|RPO reported that the average budget for building and maintaining an employer brand was just under \$200,000. Top brands often put down top dollar. However, you can build a competitive employer brand even on a tight budget.

¹<https://am.hudsonrpo.com/wp-content/uploads/sites/3/2018/09/Employer-Brand-Strategy-Guide.pdf>

STEP 2 | THE EMPLOYEE VALUE PROPOSITION

▶▶ GET IT IN WRITING

While eight in 10 companies cite an employment brand as important or very important, nearly half (43.1%) lack a documented employer brand strategy.

First, think about how you can be perceived as an employer of choice. How do you stack up against organizations vying for the same talent?

Who is your target prospect? A clear definition is critical to attract your desired audience. For example, Gen Z talent generally has an entrepreneurial spirit. They work for “causes,” not just paychecks. And they value organizations with a clear purpose. Likewise, other groups value different attributes.

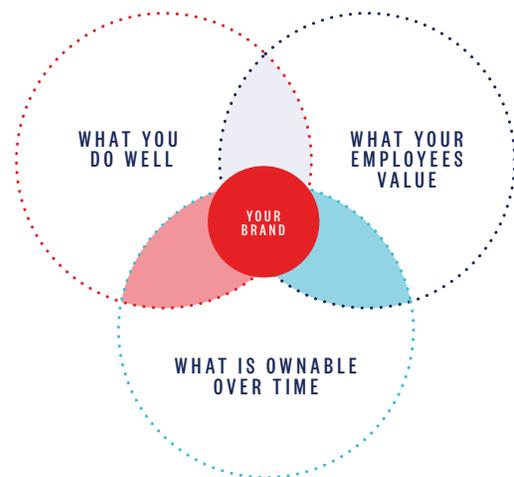
A strong employment brand will help bring out the qualities of your organization that align with the prospects you’re seeking.

Research is key at this point. Do a deep dive into the tangible and intangible benefits you currently offer. Your research should also include surveying employees and conducting focus groups to unpack and examine the current perception of your brand. Just like sales and performance figures, this information tells you where you’re at and where you may want to go.

Ultimately, you want to work your way toward an internal brand positioning statement. This will be a foundational piece to your employer brand.



Do a deep dive into the tangible and intangible benefits you currently offer.



STEP 3 | BRAND PERSONALITY



▶▶ GIVE YOUR PERSONALITY A VOICE

You've nailed down your employer value proposition. Now it's time to breathe life into your employer brand. Shoot for concise, conversational taglines that embody the feeling of the brand. Focus on words and images that pack an emotional punch.



What makes your organization unique?



What will prospective employees get here that they can't get elsewhere?



Read a real-world example of how Flint Group helped a client differentiate itself from the competition through employer branding².

²<https://www.flint-group.com/blog/branding-differentiating-noridian-from-the-competition/>

STEP 3 | BRAND PERSONALITY

▶▶ PUT IT TO THE TEST

Three defining traits of a good employer brand are:

- 1 Authenticity
- 2 Consistency
- 3 Clarity

Is the message true to the reality of your workplace? Is it consistent with the overall brand identity of the organization? Is it easy enough to understand?

Until you can answer “YES!” to all these questions, your brand needs tweaking. Test your messaging on current employees and get their feedback.

Does it match how they feel about their workplace?

According to employer branding stats published by LinkedIn, candidates trust an organization’s employees three times more than the organization to give them information on what it’s like to work there³.



Is the message true to the reality of your workplace?

BRAND PERSONALITY

BOTTOM LINE? WE DELIVER.

WE'RE A CUT-TO-THE-CHASE KIND OF AN ORGANIZATION.
We roll up our sleeves and get it done.

WE'RE LASER FOCUSED.
Our clients have problems. We have darn good solutions.

WE "WOW" CLIENTS.
They need to look like super heroes. We practically give them capes.

SO HOW DOES THAT TRANSLATE TO ADVERTISING?
Keep it simple. Solution-focused. And clever. Resist the impulse to change it up. Even small changes can devalue your brand.



8 Discovery Benefits • Brand Guide

³https://business.linkedin.com/content/dam/business/talent-solutions/global/en_us/c/pdfs/ultimate-list-of-employer-brand-stats.pdf

STEP 4 | DEPLOY YOUR BRAND

As you can see in steps one through three, your employer brand is not simply a “look,” a tagline or a logo. Instead, it’s the story of what it’s like to work at your organization. When implemented successfully, every employee should be able to articulate your employer brand. And every prospective employee should be able to sense it. That happens when you infuse your employer brand organization wide, in all you do—things like:

- Employee onboarding • Managerial training
- Meetings or workplace activities • Volunteer activities • Wellness events

▶▶ ENVIRONMENTAL BRANDING

It can also take shape physically in the workplace.

Environmental branding can be an effective way of unifying under a single banner. Literally!

This can be done with everything from new interior designs to posters, furniture, t-shirts or screen savers.

▶▶ BACK IT UP WITH CONTENT

As the brand begins taking shape, you’ll need content to give it more detail. The events above can be excellent sources of content.

Turning current employees into brand ambassadors is another critical strategy.

Have them:

- Write blog posts, bios or FAQs
- Submit photos or videos
- Lead educational sessions
- Celebrate holidays or work anniversaries



STEP 4 | DEPLOY YOUR BRAND

▶▶ LEVERAGING THE RIGHT CHANNELS

Each social platform offers something unique. Whether it's developing brand backstory with YouTube videos, or highlighting community involvement with Facebook posts, the channel you choose demonstrates you know and respect your different audience groups.

Knowing the specifics of each platform will inform your overall brand strategy. Keep in mind that each channel will have a different core audience.

For a closer look at the intricacies of each audience, read a breakdown of social media demographics by Flint Group's Leah Schothorst⁴.

Knowing the specifics of each platform will inform your overall brand strategy.



⁴<https://www.flint-group.com/blog/social-media-demographics/>

STEP 4 | DEPLOY YOUR BRAND

▶▶ ATTRACT AND RETAIN TALENT

It's one of the main goals of employer branding:
How can I attract and retain top talent?

Here you'll be using your brand assets to connect with an audience of prospective employees. That may include:

- A presence at job fairs
- Online job boards
- The careers page of your website
- By referral from your current employees
- Targeted paid media

Rather than casting a wide net, focus on the exact audience you're trying to reach. The tools are in place to reach your ideal candidates. For example, micro-targeting and AI-driven candidate search and selection will continue to develop and grow as a central part of recruitment marketing in 2020.

If young talent is what you're after, look at Kira Sornsin's deep dive on recruiting Generation Z employees⁵.

And don't let branding end at the application.

Pay attention to the recruitment process from the first phone call to the first day of work. Is there clarity in the process? Are there ways to keep second-place candidates connected and offer them hope for a chance again in the future?



“Micro-targeted advertising practices allow you to deliver your employment messages to very specific audiences. Tactics like geofencing help you to zero in on the candidates you're seeking.”

— Kimberly Wold-Janke,
Flint Group SVP of
Client Services

⁵<https://www.flint-group.com/blog/what-about-gen-z/>

STEP 4 | DEPLOY YOUR BRAND

▶▶ RETAINING TALENT

A strong brand should never stop engaging with employees. Companies with high levels of employee engagement see increased levels of business success. Results include 2.3-3.8% greater stock returns annually and 22% higher productivity, according to a 2017 study.

Increasing your investment in employee engagement by 10% can yield \$2,400 per employee in increased profits per year.

There are so many unique options for boosting engagement. Anything from training and education to recognition programs, feedback surveys, fitness challenges or contests.

See the challenges and results of a recent Flint Group employer rebranding campaign to boost talent retention⁶.



\$2,400

in increased profits per year per employee by increasing your employee engagement by 10%.

⁶<https://www.flint-group.com/blog/creating-an-employment-brand-essentia-health/>

STEP 5 | MEASURE KPIs



▶▶ A successful employer branding campaign can be measured with several different key metrics:



Retention rate

Are employees staying more engaged with the brand and its messages? Is your turnover rate dropping?



Filling new positions

Are more people applying to your openings? Have you seen time-to-hire and cost per hire drop?



Brand awareness

Has your advertising budget changed? Are people aware of your brand proposition?

▶▶ KEEP EVOLVING

People change, and so do brands. As new technologies spring up, make sure your brand is staying relevant.

Cultivate a community around the branding so that it can grow over time. There's no need to reinvent your brand every year, but make sure it doesn't stagnate.

Monitor your key indicators over time and revisit this entire branding process when it's time for a facelift.

TAKE THE LEAP



▶▶ YOU'VE GOT THE TOOLS

We've learned what an employer brand is and why it's a vital part of your organization. You've got all the information on how to get leadership buy-ins, draft a research-informed EVP and brand personality, and test with your current employees.

You even know the ins and out of leveraging your new brand with content, social media and environmental branding. But what's next?

**GET A FREE
CONSULTATION**

**Your employer brand is mission-critical.
We're here to help.**

Contact us:

▶ [Flint-group.com/contact](https://flint-group.com/contact)