HOW TO IMPROVE EMPLOYER BRANDING

Strategies to help your company shine

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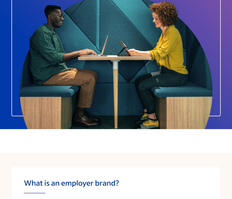
Unlock the power of Employer branding

Job seekers want to know what it's like to work at your organization — and what they discover can make or break your decision to apply for your open roles. According to Glassdoor, 86% of applicants are likely to search for company reviews and ratings before deciding whether to apply for a job. A strong employer brand strategy can positively influence job seeker performance, client satisfaction, employee engagement and overall company revenue.



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What is an employer brand?

Your employer brand gives potential employees an idea of what it's like to work for your company. This often includes how you engage with your employees and candidates, along with employee benefits and perks, your employee value proposition (EVP), company's culture, and the overall work environment. The right employer brand helps to increase attract, engage and keep the right employees. It can also help you fill positions faster and more effectively and set you apart from your competitors.

The employer branding process: step-by-step

Employer branding is more than a logo, colour palettes, fonts and a catchy tagline. It's your reputation as an employer and a comprehensive look at everything that makes your company a great place to work.

Here's a step-by-step process for creating, implementing and managing a successful employer branding strategy.

STEP 1

Audit the perception of your current employer brand

Look at your company through the eyes of your current employees. Employee feedback will offer valuable insights into how your company is perceived internally. For example, you may discover that employees feel like they don't have enough career development opportunities. In this case, offering more training and upskilling opportunities would help you improve your employer brand.

Here are some of the ways to audit your current employer brand:

- Employee review websites. Read online reviews and ratings of your company on Indeed Company Pages and Glassdoor. Employer Profiles to pinpoint both positive experiences as well as areas of improvement.
- Employee feedback. Conduct an internal employee satisfaction survey. Ask your current employees questions about working at your company. Ask questions like 'Why did you join our company?', 'What do you enjoy most about working here?' and 'What would you like to see more of?'.
- Social media. Track your brand mentions on social media to get unfiltered opinions about your company. There are several social listening software tools that can help you do this like Hootsuite or Sprout social.

STEP 2

Define your company's unique value proposition

Your employee value proposition (EVP) is what your company stands for, including your company's core values, mission, vision and culture.

When a candidate sees an EVP that reflects their personal goals and passions, it may convince them to choose your company over another. Instead of focusing on a tedious list, EVPs of job seekers say they would reconsider accepting an offer from a company if the mission and vision doesn't resonate with their values — even if the job seems perfect for them.

STEP 3

Develop an employer branding promotion strategy

Telling job seekers why you're a great place to work can be a powerful way to highlight what set your company apart and boost visibility among potential candidates. In fact, 75% of job seekers say they would consider an employer brand even there aren't from competitors.

Here are some employer branding promotion ideas to consider:

- Create an employee page on your website with behind-the-scenes photos, employee testimonials and other engaging content about your company.
- Consider optimizing your Indeed Company Pages Premium and Glassdoor Enhanced Profile by using the Employer Branding tool for custom branding options.
- Monitor company reviews and consider responding to both positive and negative feedback. Showing that you're an employer agree that their perception of a company improves after seeing an employer responds in reviews.
- Highlight employee benefits such as yoga days to your job postings to increase them seeing it.
- Start a company blog to share employee experiences, company news and updates or unique benefits and perks for potential candidates to see.
- Share employee stories and their experiences working at your company on social media.

STEP 4

Track the success of your employer brand

Start by monitoring your Indeed Company Page views and Profile's any improvements in ratings and reviews.

Other ways to gauge the success of your employer brand could include tracking links made through an employee referral programme and sending out occasional surveys to measure employee satisfaction. You can also conduct exit interviews to gain more insight into your employee experience.

How to improve employer branding with Indeed

Building and maintaining your employer brand isn't always easy, but Indeed can help you by putting your jobs and employee experiences in front of the right potential candidates. Here's how you can promote a compelling employer brand.

Share why you are a great place to work using the Employer Branding Hub

To save time on organising, the Employer Branding Hub lets you manage your Indeed Company Pages Premium and your Glassdoor Enhanced Profile all in one place, so it's easy to showcase why you're a great workplace.

By using the Employer Branding Hub you can:

- Partner with global branding experts. Gain access to job and employer branding experts who can help you build or improve your employer brand.
- Show what sets you apart. Amplify your hiring results by proving to job seekers why you're a great place to work with citty, Mark Kirk's, Lo and Wing, Jam co.uk,and.
- Highlight what's best about your company regularly. Showcase your company culture, benefits, Company Reviews, Company Updates, Featured Reviews and social media links.
- Stay informed with insights. Compare Rating Trends and Heat Maps with your competitors to improve your brand through employee reviews and candidate feedback.

Employers who purchased the Glassdoor Enhanced Profile saw an 27% increase in clicks to their company page on Indeed's Employer Profiles Powered by Glassdoor Company Pages*

*Indeed and Glassdoor Company Pages Analytics, Feb 2021 - Feb 2022, Worldwide, n=4,

By using ads, you may see benefits like:

- Supercharged Reach: reach millions of job seekers and increase engagement across Indeed, Glassdoor and popular job sites.
- Adaptive Targeting: achieve consistent demand from top talent with adaptive targeting.
- Real-time insights: maximise impact and performance with insights that matter to you like campaign performance, video plays and candidate analytics.
- Purposful Storytelling: attract talent interested in you by showing why your company is a great place to work.

> Adjusting our campaign in real time by targeting new cities led to more impressions and twice the number of clicks.
>
> **Brenda Refney**
> Talent Acquisition Manager, Knute Nelson

Reach quality job seekers with your unique story using Employer Branding Ads

Employer Branding Ads can improve your Indeed and Glassdoor branding efforts without your organisation's marketing team. Employer Branding Ads can help your organisation to consider applying whether they are actually looking for new work or not.

2.8X On average advertisers who purchased Employer Branding Ads saw a 2.8X increase in brand impressions on indeed*

> The greatest benefit of Employer Branding Ads is that they consistently help us reach new audiences of relevant, active job seekers.
>
> **Maureen Lasenkara**
> Account Director, Decker Media

Being a Featured Employer helps you build a stronger employer brand by offering your organisation:

- Increased visibility
- Better candidate quality by using customised messages and company highlights
- Prominent job postings
- Detailed insights and analytics

13% Employers who purchased Employer Branding Ads saw a 13% increase in clicks on their company page on Indeed's Employer Profiles powered by Glassdoor Company Pages*

*Indeed and Glassdoor Company Pages Analytics, Feb 2021 - Feb 2022, Worldwide, n=4,

Building a strong employer brand strategy

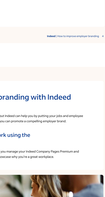
STEP 1

Claim your Indeed Company Page

Your Indeed Company Page is a free tool you can use to showcase your company's culture, job openings and work environment to potential applicants. To claim your company page, start by creating an employer account and then claim your company page on the Indeed Company Pages review page.

With a dedicated page for your company on Indeed, you can:

- Highlight your company's culture
- Build a strong employer brand
- Boost application rates
- Integrate with Employer Branding Hub for access to analytics and customisation
- Encourage current and future employees to address concerns or feedback
- Promote the perks of your company



STEP 2

Make your job postings stand out with Featured Employer

Indeed's Featured Employer programme is designed to help employers stand out and attract more qualified candidates. To become a Featured Employer, first connect with Indeed's sales team to see if you qualify. Being a Featured Employer helps you build a strong employer brand by offering your organisation:

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STEP 3

Promote your brand with Employer Branding Ads and Indeed Ads

Employer Branding Ads help share your employer brand with potential candidates. Indeed Ads can also help target potential candidates to your open roles to help you meet your hiring goals.

By using Indeed Ads, you can run job ad campaigns designed to help you:

- Fill special or open roles and positions
- Control costs
- Get applicants to the interview

STEP 4

Tell jobseekers why you're a great place to work

Streamline your employer branding efforts by taking advantage of the following features:

- Customise your Company Page with brand logos, colours, imagery and videos
- Highlight key messages that reflect your organisation's mission, values and unique selling points
- Feature employee testimonials
- Track your employer branding efforts and measure the effectiveness of your strategy and content
- Highlight your company's career growth opportunities and employee benefits

Ready to get started with Employer branding?

Talk to an Indeed Specialist today, where solutions such as Employer Branding Hub or Employer Branding Ads that help you attract the right candidates, and ultimately help you hire what other people think of as quality candidates you need to succeed.

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