HOW TO IMPROVE EMPLOYER BRANDING

Strategies to help your company shine

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Unlock the power of employer branding

Jobseekers want to know what it's like to work at your business – and what they discover can make or break whether they apply for your open roles. According to Glassdoor, 86% of applicants are likely to research company reviews and ratings when deciding where to apply for a job. A strong employer brand strategy has the potential to positively affect jobseeker performance, client satisfaction, employee satisfaction, and overall company revenue.

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 culture, and the overall work environment. The right employer brand helps businesses attract, engage and hire the right employees. It can also help you fill positions faster and more effectively as well as 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 employees to help identify problems that may be affecting your ability to attract and retain talent. For example, you may discover that employees feel like they don't have enough career development opportunities. In this case, offering more opportunities for growth at work could help improve your employer brand.

Here are some ways to audit your current employer brand:

- Employer review websites: read online reviews and ratings of your company on Indeed Company Pages and Glassdoor Employer Profiles to pinpoint both positive experiences and areas of improvement.
- Employee feedback: conduct an internal employee satisfaction survey to find out how your current employees feel about working at your company. Ask questions like 'Why did you join our company?', 'What do you enjoy most about working here?' and 'What do you enjoy least about working here?'.
- Employee wellbeing report: as part of Indeed's commitment to measuring and understanding work wellbeing, Indeed offers a wellbeing report that you can use to review your organisation and see its Work Wellbeing Score. The report, which is available on Indeed Company Pages, provides an overview of the happiness, purpose, stress, and overall job satisfaction of your employees. The report may help jobseekers make a more informed decision regarding whether or not to apply.
- 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. According to an Indeed survey, 29% of jobseekers say they would reconsider accepting an offer from a company if the mission/vision doesn't resonate with their values — even if the job is perfect for them otherwise.

STEP 3

Develop an employer branding promotion strategy

Telling jobseekers why you're a great place to work can be a powerful way to share what makes your company stand out with more people. In fact, 81% of employer decision makers believe that their employer brand sets them apart from competitors.

Here are some employer branding promotion ideas to consider:

- Create an attractive career page on your website with behind-the-scenes photos, employee testimonials and other employer branding elements.
- Consider optimising your Indeed Company Pages Premium and Glassdoor Enhanced Profile by using the Employer Branding Hub for custom branding options.
- Monitor company reviews and consider responding to both positive and negative employee comments. 76% of Glassdoor users agree their perception of a company improves after seeing an employer respond to a review.
- Add branding elements, such as your logo, to your job postings to make them stand out.
- Start a company blog to share employee experiences, company news and updates or unique benefits and perks for potential candidates to see.
- Ask employees to share their experiences working for your company on social media.

STEP 4

Track the success of your employer brand

Start by monitoring your Indeed Company Page to see if there's any improvement in ratings and reviews. Next, watch for changes in your Work Wellbeing Score. Your score reflects employee satisfaction and engagement, so an increase may indicate how your employer branding efforts have improved your employees' overall wellbeing.

Organisations with a high wellbeing score may see lower employee turnover and better employee retention rates. 85% of people believe it's important to find companies that care about how you feel. Read our report to learn more.

Other ideas to gauge the success of your employer brand could include tracking hires 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

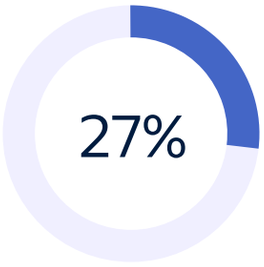
Building and maintaining your employer brand isn't always easy, but Indeed can help you by putting your jobs and employee experience in front of the right potential candidates. Here's how you can promote a compelling employer brand.

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

To save time and stay organised, 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 enhance your branding strategy.
- Show what sets you apart: Amplify your recruitment results by proving to jobseekers why you're a great place to work through Why Work For Us and Why Join Us content.
- Highlight what's best about your company regularly: Attract talent aligned to your purpose by sharing your Company Pages, Company Updates, Featured Reviews, and social media links.
- Gain competitive insights: Compare Rating Trends and Heat Maps with your competitors to improve your brand through employee reviews and candidate feedback.



Employers who purchased the Employer Branding Hub on average saw a 27% increase in total job clicks across their Indeed and Glassdoor Company Pages[1]

1 Indeed and Glassdoor Data (worldwide), Feb 2022 – Feb 2023. Results may vary

Reach quality jobseekers with your unique story using Employer Branding Ads

Employer Branding Ads can improve your Indeed and Glassdoor branding efforts and help your organisation reach jobseekers in a competitive job market. Encourage jobseekers to consider applying, whether they are actively looking for new work or not.

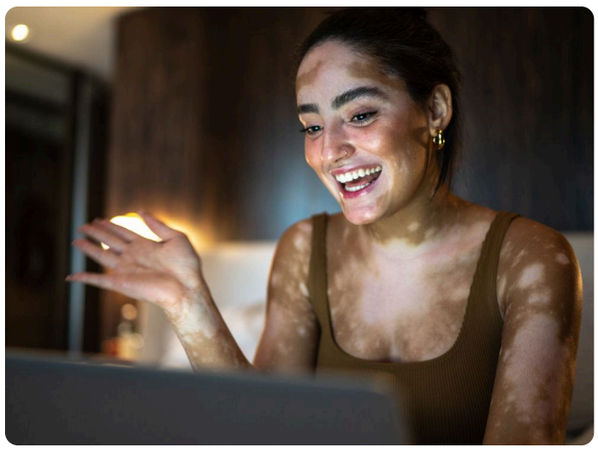
2.8X

On average, employers who purchased Employer Branding Ads saw a 2.8X increase in brand impressions on Indeed[2]

> The greatest benefit of Employer Branding Ads is that we can consistently reach new audiences of relevant, active jobseekers.
>
> **Maureen Laventure**
> Account Director, Glacier Media

By using adverts, you may see benefits like:

- Supercharged reach: reach millions of jobseekers and increase engagement across Indeed, Glassdoor and popular job sites.
- Adaptive targeting: achieve consistent demand from top talent with flexible targeting.
- Real-time insights: maximise brand ad performance with insights that matter to you like campaign performance, video plays and centralised analytics.
- Purposeful 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 double the clicks.
>
> **Brenda Beheng**
> Talent Acquisition Manager, Knute Nelson

13%

Employers who purchased Employer Branding Ads alone saw a 13% increase in started applications on Indeed and Glassdoor[3]

Win over key talent

Designed to help enhance your ability to attract and retain top talent, the Employer Branding Hub provides you with valuable insights to improve your employer branding. To maximise your brand potential, consider combining it with Employer Branding Ads — on average, employers who purchased both Employer Branding Ads and Employer Branding Hub together saw a 75% increase in brand impressions on Indeed.[4]

2 Indeed monthly employer-level data (worldwide) January – June 2024. Results may vary.
3 Indeed and Glassdoor monthly employer-level data (worldwide) January – June 2024. Results may vary.
4 Indeed monthly employer-level data (worldwide) January - June 2024. Results may vary.

Building a strong employer brand strategy

Here are four steps to facilitate and support an effective employer brand using Indeed and Glassdoor tools.

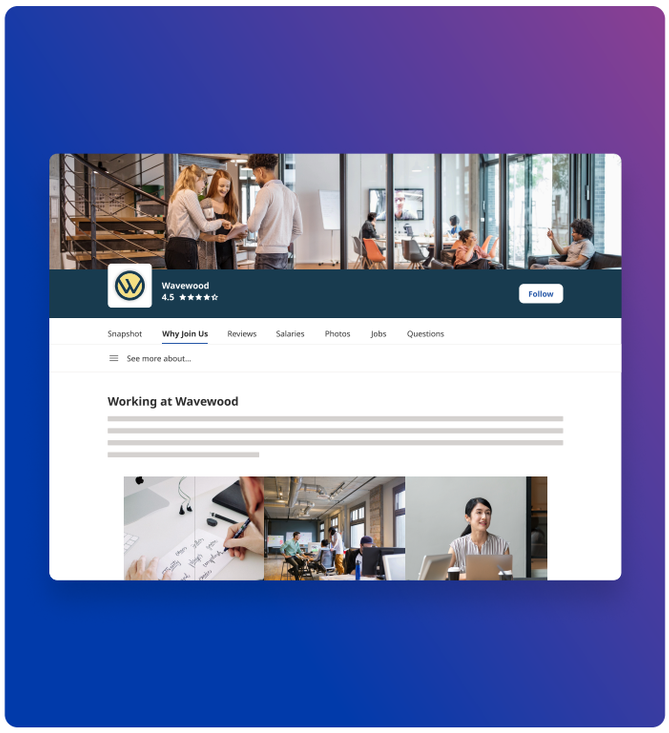
STEP 1

Claim your Indeed Company Page

Your Indeed Company Page is a dedicated profile you can use to showcase your company culture, job openings and work environment to potential applicants. To claim your Company Page, start by creating an employer account and searching for your company on the Indeed Company Pages reviews page.

With a dedicated Company Page for your company on Indeed you can:

- Highlight your company culture
- Build a strong employer brand
- Boost application rates
- Integrate with Employer Branding Hub for access to analytics and customisation
- Use reviews and ratings from 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 increase your company's visibility and attractiveness to jobseekers. 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 stronger employer brand by offering your organisation:

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

- Increased visibility
- Enhanced branding by using customised messages and Company Page highlights
- Prominent job postings
- Detailed insights and analytics

STEP 3

Promote your brand with Employer Branding Ads and Indeed Ads

Employer Branding Ads help share your employer brand with potential candidates, while Indeed Ads can attract 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 several 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, images and videos
- Highlight key messages that reflect your organisation's mission, values and unique selling points
- Feature employee testimonials
- Use analytics to track engagement 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 about solutions such as Employer Branding Hub or Employer Branding Ads that can help you shape and share your unique company story to help attract and retain the quality candidates you need to succeed.

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