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BUILD AN EFFECTIVE EMPLOYER BRAND

Attract top talent with your company story



BUILD AN EFFECTIVE EMPLOYER BRAND

Build an employer brand that attracts top talent

Today's job seekers want more than polished recruitment ads. They crave authenticity and transparency. Companies that successfully attract top talent are rewriting the rules by crafting employee-driven narratives that reflect genuine workplace experiences.

> "As more companies discover the benefits of sharing employee stories, it's raising the bar for what successful employer branding looks like."

Megan Nichols
Senior Program Manager of Employer Brand and Recruitment Marketing at Indeed



Attract top talent with these employer branding strategies

STRATEGY 1

Engage employees to co-create your brand

Authentic storytelling is one of the most powerful tools for a winning employer brand, so tap your employees to tell your brand story. Not only will this result in more compelling content, but it will also help foster a sense of ownership and greater alignment with the brand among members of your workforce.

Center the narrative on your people

At companies like Indeed, employee stories take center stage on career websites and social media, reflecting diverse voices across the organization. “Storytelling is core for us,” Nichols said. “Our social networks highlight employee stories, and we’re redesigning our career site to feature testimonials prominently.”

Enlist employees to help craft your employee value proposition

Start by involving employees in defining your employee value proposition (EVP) to ensure that it genuinely reflects their voices. Host listening sessions or focus groups in which you invite employees to share their experiences and opinions, and solicit feedback through internal employee surveys.

Let your EVP guide your employer branding efforts

Once you’ve shaped a meaningful EVP, use it to inform your employer branding themes and help shape more impactful employee storytelling.

Use tools to help

Consider using video and social tools to empower employees to create and share content quickly and easily. For example, Indeed uses the employee advocacy platform EveryoneSocial to amplify employee voices while elevating the brand.

STRATEGY 2

Build structured employee advocacy programs

Structured ambassador programs can transform employees into enthusiastic promoters of your brand.

Entice employees with branded merch

For instance, Avanade’s Talent Ambassador Program incentivizes employees with points redeemable for branded swag.

> “It’s been a great way to engage employees and amplify our message.”
>
> **Megan Nichols**
> Senior Program Manager of Employer Brand and Recruitment Marketing at Indeed.

Offer simple, yet attractive, perks

Informal incentives are also effective in encouraging participation. Some organizations reward employees with gift cards or raffles for sharing content and recognize contributions more publicly. These approaches not only boost morale but also encourage consistent advocacy.

Lead by example

Whatever your approach to encouraging employee advocacy, leadership involvement is essential.

> “When senior leaders actively share updates, it sets the tone for everyone else. Their engagement shows employees that advocacy matters.”
>
> **Megan Nichols**
> Senior Program Manager of Employer Brand and Recruitment Marketing at Indeed.

STRATEGY 3

Maintain consistent branding across channels

A consistent employer brand ensures that internal messaging aligns with how the world perceives your organization. Unfortunately, one pitfall of elevating employee voices online to boost your brand can be inconsistent, or even rogue, communications that can dilute your message.



Invest in branding tool kits
Consider creating branding tool kits and templates that employees can use in their advocacy efforts to maintain branding consistency. Social media guidelines, ready-made posts, and approved hashtags make it easy for employees to share content aligned with your company's image.

Keep a close eye on social content
Regular monitoring is essential. Social media tool kits are a great way to provide structure while allowing employees to add their personality.

STRATEGY 4

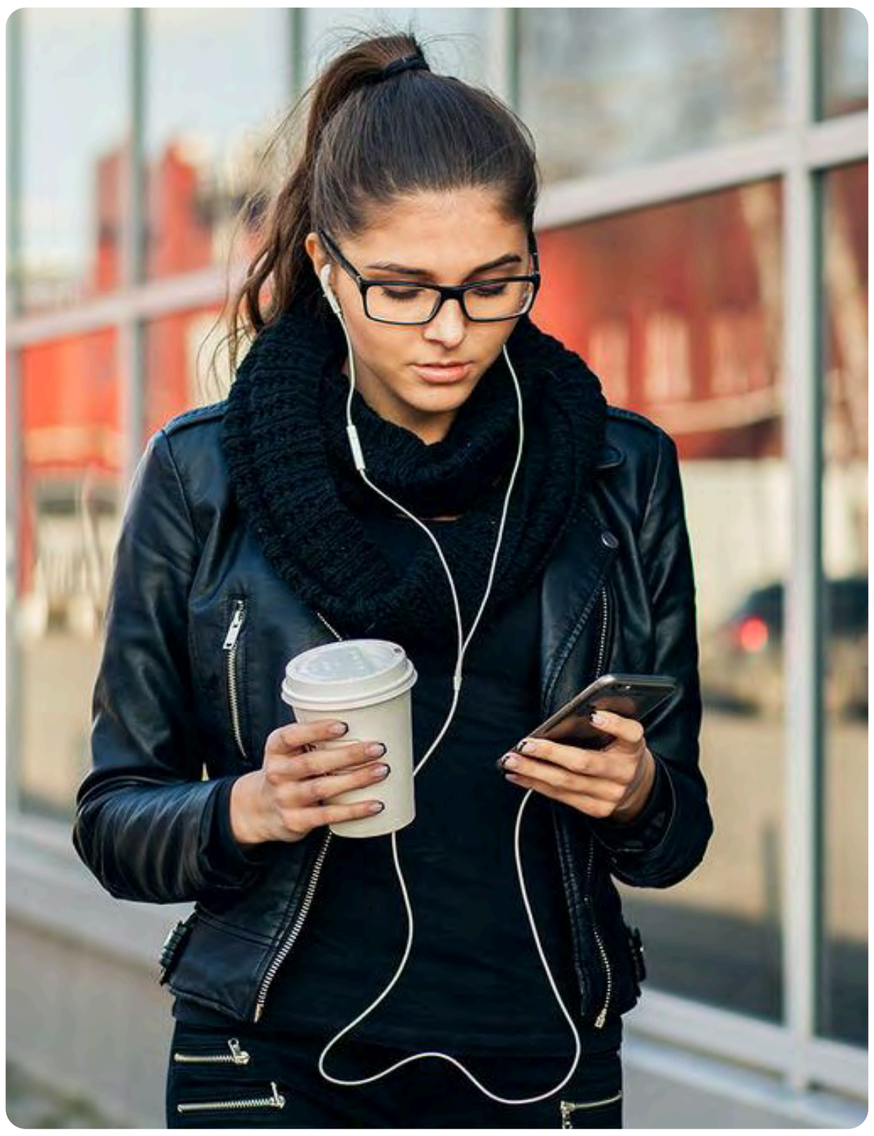
Encourage external employee reviews

As company reviews increasingly become a decisive factor for job seekers, proactively encouraging employees to leave public reviews during onboarding and at key milestones like work anniversaries can also amplify your brand's credibility.

Leverage third-party platforms
One talent leader said her company asks new hires to leave reviews on Indeed and Glassdoor during onboarding as an economical way to gather feedback while enhancing its public profile.

Use the data to guide your employer branding
Built-in analytics on these platforms provide insights without additional survey costs, allowing you to segment responses by location, measure engagement and benchmark against competitors. "It's fascinating to see the themes that emerge from reviews," Nichols said. "We use that data to refine our EVP and align internal and external messaging."

Don't stop at onboarding
Revisit these reviews at key milestones to capture a more comprehensive view of the employee experience post hire and encourage positive reviews from current employees.



STRATEGY 5

Measure the ROI of employee advocacy

To demonstrate the value of your employer branding efforts, align ROI metrics with the employee-driven strategies at the heart of your approach. By tracking outcomes like employee advocacy, candidate engagement and external sentiment, you can connect employee storytelling to tangible business results.

To gauge ROI, track metrics that reflect awareness and impact:

Traffic and engagement: Metrics like site visits, social media engagement (likes, shares, comments and follower growth) and applicant volume provide a snapshot of brand visibility. For example, Indeed uses a dedicated employer brand hashtag to track employee participation and measure whether shared stories align with brand messaging.

Candidate quality: Success isn't just about attracting applications but ensuring they are relevant to the role. A steady increase in qualified candidates is a strong indicator of effective branding. "We're focused on awareness and quality," Thurston said. "Are we seeing more relevant candidates apply? Are we improving candidate flow?"

Candidate feedback: Surveys and reviews from both successful and unsuccessful applicants offer invaluable insights into the candidate experience. Phillips said this feedback helps refine the hiring process and ensure alignment with branding goals.

Referral programs: High referral rates indicate strong trust in the organization. Employees who advocate for the company through referrals signal a healthy employer brand.

Third-party feedback: Use platforms like Indeed's Work Wellbeing Score to gauge sentiment and benchmark against competitors.

Combining these metrics can provide a comprehensive understanding of the effectiveness of your strategies, identify areas for improvement and demonstrate tangible ROI to leadership.

STRATEGY 6

Position your workforce as brand advocates

So what does it take to build a robust employer brand that attracts top talent in today's labor market? Ultimately, it's a willingness to enlist your workforce to be your strongest advocates while maintaining consistent messaging and measuring outcomes.



> Empowering employees to share their authentic experiences is the most powerful way to build an employer brand that resonates. It's about creating a workplace narrative that truly reflects who you are as an organization and why you're worth joining."

Megan Nichols
Senior Program Manager of Employer Brand and Recruitment Marketing at Indeed.

How to build an effective employer brand with Indeed

Building and maintaining your employer brand isn't always easy, but Indeed's Employer Branding Suite offers features and tools to help you manage your employer brand and put your jobs and employee experience in front of the right potential candidates. For example, 88% of users agree that branded jobs reinforces their company's reputation as a stable and reliable place to work.[1]

STEP 1

One place to manage your employer brand

The Employer Branding Suite offers one place to manage your Indeed and Glassdoor Company Pages so you can save time and easily stay organized.

It's easy to showcase why you're a great workplace:

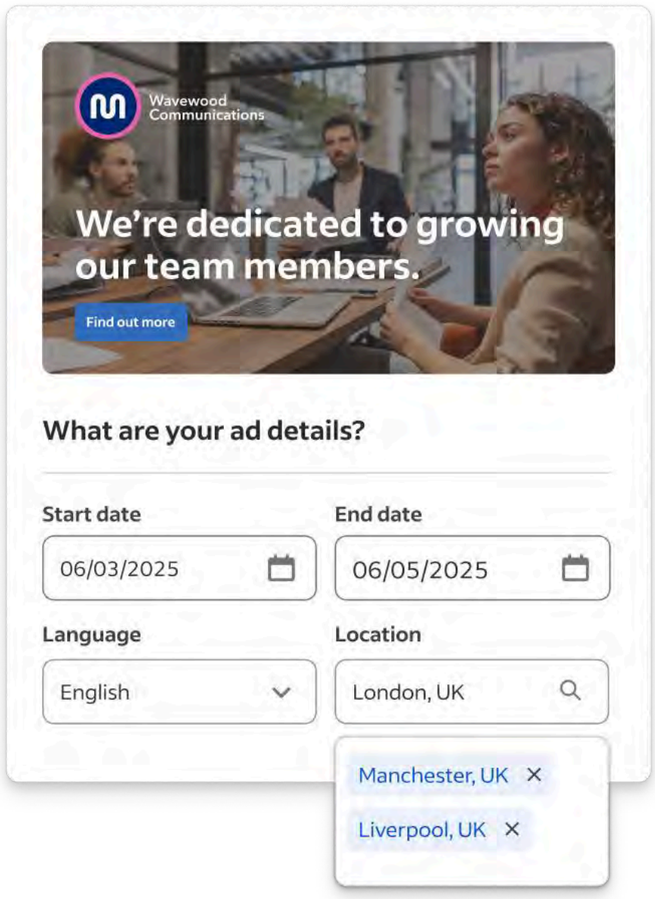
- Share branded content, Company Updates, and featured reviews to get people excited about working for your company.
- Use Spotlight Pages to give job seekers an inside look at what it's like to work in specific segments of your company.
- Ensure your story is shared in every job posting with relevant branded content from your Why Work With Us, Why Join Us, or Spotlight Pages.
- Compare how your brand stacks up against other companies to assess and refine your strategy.

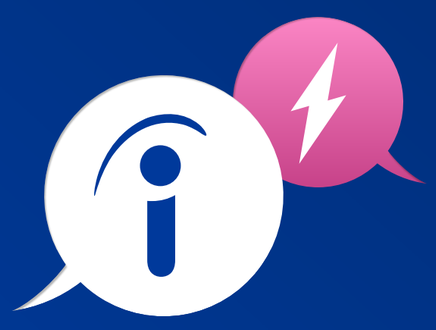
15%

On average, employers who updated their 'Why Work With Us" section saw a 15% lift in Brand Impressions on Indeed and Glassdoor for the following 3 months[2]

Reach active and passive candidates

Employer Branding Ads help amplify your presence to millions of job seekers, increasing brand awareness and getting your story in front of the talent you want pursuing a job at your company today, or in the future.





Ready to get started with employer branding?

Talk to an Indeed Specialist today about Employer Branding Suite that includes Employer Branding Hub, Employer Branding Ads, Review Intelligence, Spotlight Pages, and branded jobs. These solutions can help you reach top talent with your authentic brand story and increase the likelihood of application.

1 Indeed Survey (US), n=361. Based on Featured Employer
2 Indeed and Glassdoor monthly employer-level data, worldwide, January - June 2023.

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