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# Headsup In-depth

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# 01

## WHY EMPLOYER BRANDING IS IMPORTANT

*In the age of technology where information travels faster than sound, employers are very conscious of the image they reflect on the employees, the potential employees and the community as a whole.*

***“Companies with strong Employer brand see***

**50%**

*more Qualified Applicants and is 1-2x faster to hire”  
(LinkedIn 2018).*

The term ‘Employer Branding’ was first heard in the 1990s, but the kind of pressure employers face now to manage a positive, attractive, and enticing image was never the same. Many employers only focus on the potential employees and how the organization’s image will help attract them but miss the bigger picture of retaining the best they have.

**“Companies with positive Employer Brand has seen 28% of reduction in the turnover rate”.**

Every organization has an inherent Employer Brand. It is up to them how they shape it into something that is desired by the potential employees, cherished by the employees, and admired by the community.

# 02

## WHY THE SUDDEN NEED?



**Shortage of desired talent:** With countries opening doors for the talented ones, and every day new organizations coming to being, there is no shortage of work in the job market, **rather its is becoming difficult for the organizations to find the right and the desired talent.**



**Wanting more in less:** Companies desire to achieve more and more from limited resources present. In order to do so they need the best talent in the market and retain the finest of their employees and **positive Employer branding is the solution for both.**



**Status:** Positive Employer branding helps in increasing the public image of the company; the revenue of these organizations is higher as compared to the ones which are low in employer branding.

# 03

## BENEFITS OF EMPLOYER BRANDING



- Reports suggest that companies that have stronger Employer Brand compared to those of their competitors see decrease in cost per hire.



- Saves money on advertising and marketing promotions.



- As per the reports, candidates are likely to apply for a job if the company actively manages its employer brand.



- Companies with good employer brand receive more qualified candidates.



- Employees are less likely to leave a company with positive brand image.



- Employer branding creates a public image that helps in both monetary i.e. sales, profit, etc. & non- monetary benefits i.e. goodwill.



# 04

## TOP CHANNELS FOR EMPLOYER BRANDING



Career site



Social media & other professional networks



Short messaging service



Internet/web advertising



Television commercials



Radio



Print advertising



Banners & billboards



Campus outreach programs



# 05

## CHANGING EMPLOYER BRANDING STRATEGY

**1 Study:** First step is to study the need of organization to have an active Employer brand. Once that is clear, organization will have to analyse the GAP between their existing and desired state. Areas to focus on:

- **Defining the target audience**
- **The need of target audience from the organization**

**2 Employee Value Proposition (EVP):** As the competition to hire the best increases, EVP plays a pivotal role for a potential employee to decide which organization to join. Organizations should focus on increasing their EVP as time goes on.

**3 Communication Strategy:** Once the research is completed & the EVP is in place organization knows its target audience & the unique EVP, the next step is to find the right communication channels & strategy to reach the desired audience & express the clear message.

**4 Measure the result:** Based on the goals that you set up in the first step, you should measure the success of your Employer Branding strategy.

# 06

## EMPLOYEE VALUE PROPOSITION DETAILED



Employee Value Proposition (EVP) is the soul of Employer Branding. EVP is the deal that the employer offers to the employee for the value addition that the employee can do for the organization and the value that the employer can provide in return.

**Below are the steps for developing EVP for your organization:**

- 1. Analyzing the current state** Before formulating the EVP plan, it's necessary for the organizations to first understand the existing state. Many a times employers make the mistake of relating EVP only with the compensation packages but salary is just a part of it, the over all well being and satisfaction of the employee is what matters.
- 2. Research** Once the organization is aware of the existing state, now its time to find out what is the market trend, what is the competition offering, what is that your employee desires and what is the view point of senior leadership.
- 3. Develop** Next step is to develop your own EVP from the analysis of current state and the research work done. Deriving the focus area is very important like Career Development, CSR, Work Life Balance etc. Finding your strength and converting it into a USP is the key.
- 4. Delivering the message** It's time for implementation, and here, communication is vital. Implement your EVP across the employee life cycle that is Recruitment, On boarding, Career Development, and even during exit.





# 07

## EMPLOYER BRANDING: THINGS YOU CAN'T CONTROL

Many things that influence Employer Branding is beyond the direct control of employer, but can be influenced in a positive manner.

**1.** Media: The update available about the organization on various media platforms can not be directly controlled but the employer must ensure that the updates are positive.

**2.** Peer Groups: The friends and families of employees and candidates do not have direct connection with the organization but they do form an opinion about the organization based various observations.

**3.** Buyer Experience: The experience that the consumer of your product experiences, which might be a delight or a displeasure, depends on various factors like individual perception, taste, style etc. but it influences the Employer Brand on large.

**4.** Word of Mouth: Organization testimonies deeply impacts the brand value whether it's true or not.

# 08

## RECENT EMPLOYER BRANDING TRENDS

### Viewing Employer Branding as an investment rather than cost:

1. Companies that have stronger employer brand compared to those of their competitors on average see a 43% decrease in the cost per candidate they hire.
2. Candidates trust employees 3x more than the employer to provide information on working at the company.
3. 91% of job seekers find a poorly managed or designed online presence damaging to an employer brand.
4. Companies with strong Employer Brand see 50% more qualified applicants and is 1-2x faster to hire.
5. 87% of employees value learning and personal development most.
6. 86% of HR professionals agree that recruitment is becoming more like marketing.
7. Nearly 60% of candidates have had a poor candidate experience and 72% of them shared that experience either online or with someone directly.
8. 78% of candidates say the overall candidate experience they get is an indicator of how a company values its people.
9. When making a decision on where to apply for a job, 84% of job seekers say reputation of a company as an employer is important.
10. 80% of people would take one job over another based on personal relationships formed during the interview process.
11. 60% of job seekers have quit an application process due to its length or complexity.