

The Complete Guide to Successful Employer Branding



The Secrets to Better Recruitment

Recruitment is an intensely variable thing.

I should know, I've seen it from every perspective imaginable, from junior to director; I've seen it all.

Now, as a co-owner and director of a digital marketing agency, I see the recruitment wins and woes of my clients, also.

However, there's one crucial element that many businesses fail to recognise on their recruitment journey: **employer branding**.

We help businesses to create irresistible brands that prospective employees want to see, and in this guide we'll tell you exactly what you need to know, and what you need to do in order to:

- Reduce your recruitment spend
- Attract better prospects
- Boost retention rates

And much, much more.

Ready to get started?

A graphic of a dark blue folder with a yellow 'TOP SECRET' stamp. The stamp is tilted and has a yellow border. The folder has a white tab on the right side.

TOP SECRET

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What is Employer Branding?



of people say that a company's culture is the most important thing when choosing a new job.

You'll have, no doubt, spent countless hours refining your business' branding, helping to ensure that you put your best foot forward out into the world, impressing clients, other businesses and potential customers alike.

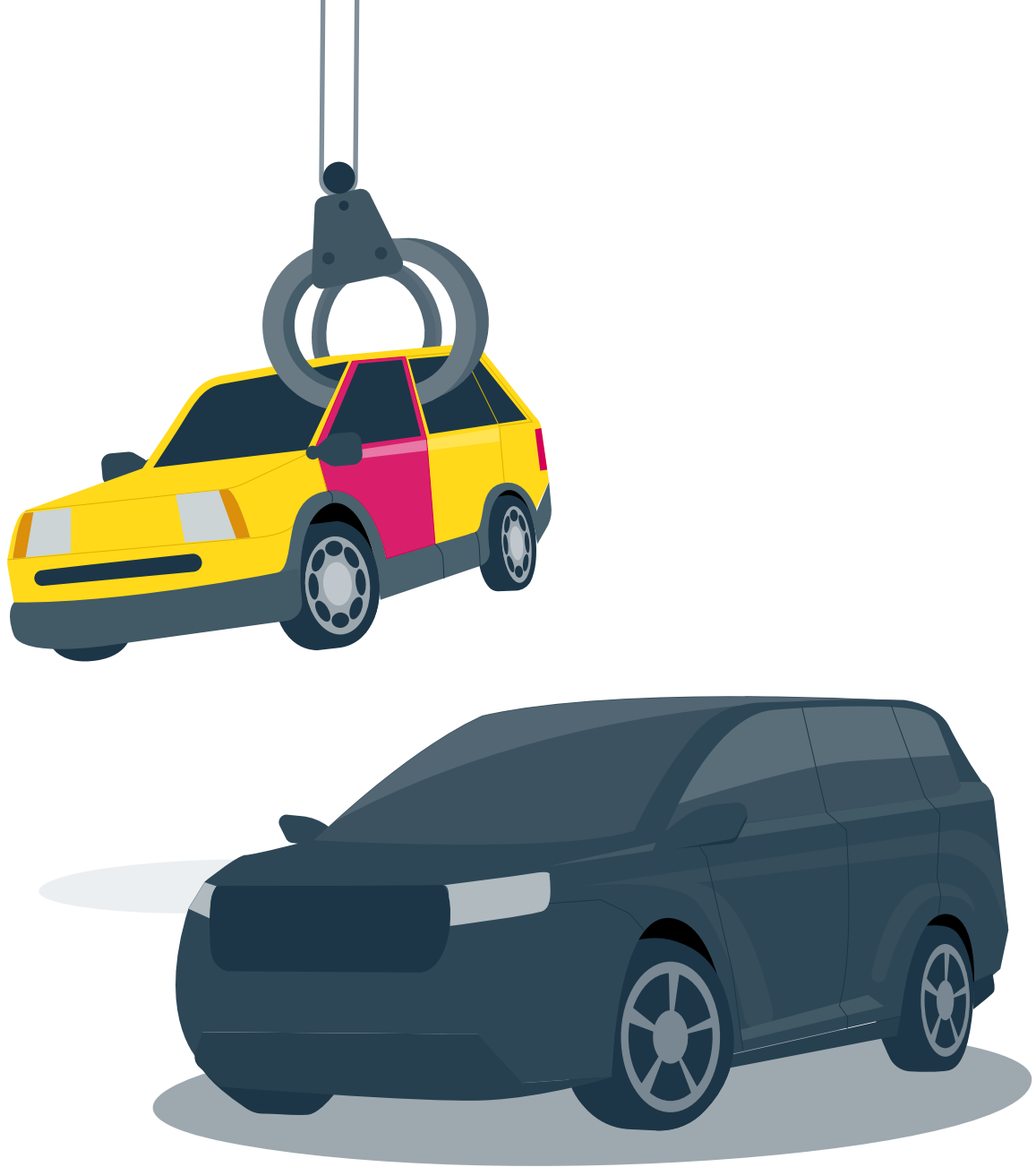
However, this doesn't necessarily translate into a good employer branding.

Potential new employees want a taste of your culture; they want to know what it's like working for you, what current employees think and what some of the benefits are.

This requires a completely different, fully tailored approach. Imagine a prospective employee. If they asked one of your employees what it's like to work for you, they're going to talk about management, the culture in the workplace and your values as a company, not how great you are at selling X, Y or Z.

Employer branding is all about taking this information and crafting a story, providing the means and opportunity for people to learn about what you believe in and what you do for your employees.

Of course, if you're not delivering on this story, then it'll quickly unravel. You need to back up your claims with tangible actions in the workplace.



In this guide, we'll run you through **why** refining your employer branding is a practical, cost-effective process that will make it easier, quicker and cheaper to recruit, and **how** you can do it.

Remember, you already have an employer brand, whether you want one or not. It's up to you to choose whether you actively work on it, or let it passively form. A positive employer brand takes a fair bit of work, but the benefits far outweigh the investment.

What are the Benefits of Employer Branding?

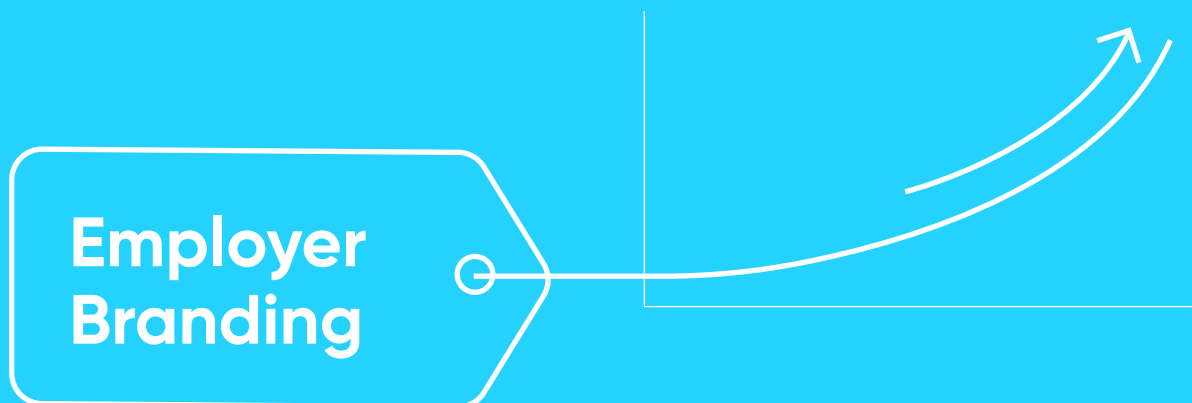


of candidates are more likely to apply for a position offered by a company with a good employer brand.

Now, why should you bother doing all of this?

It's a good question, and we've got some good answers, many of which boil down to one key benefit:

good employer branding will positively impact your bottom line.



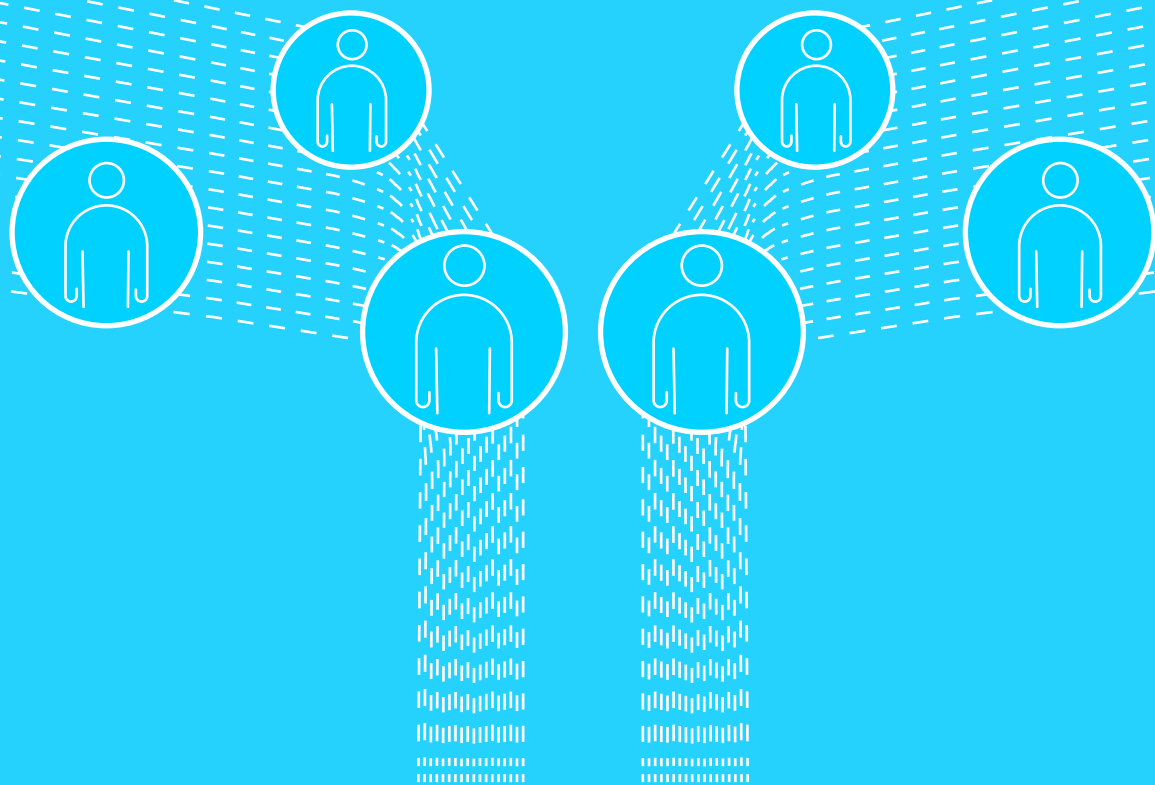
Here's how:

Drive up to twice as many applicants per job

Before you get a chance to talk to most applicants, they've already gone elsewhere.

This is because they see your job ad, check out your website/socials and only find company brand messages, with no detail on why working for you is a good idea.

A carefully curated employer branding strategy will provide the content that these prospects are looking for (about your culture & employee feedback), making them **far more likely** to apply to your vacancy.





Reduce cost per hire

As a strong employer brand expedites the recruitment process, you'll spend far less time (and money) on your efforts.

This is especially important if you're hiring for multiple positions, as each individual hire becomes much cheaper and more time efficient when your employer branding is:

- Helping to sell your business
- Boosting organic applications
- Giving you a competitive edge (helping avoid a salary war)

Dramatically improve quality of prospects

Without a strong employer brand, you'll still get applicants, that's true.

However, the best applicants generally know their worth and will be far more selective with where they apply for roles.

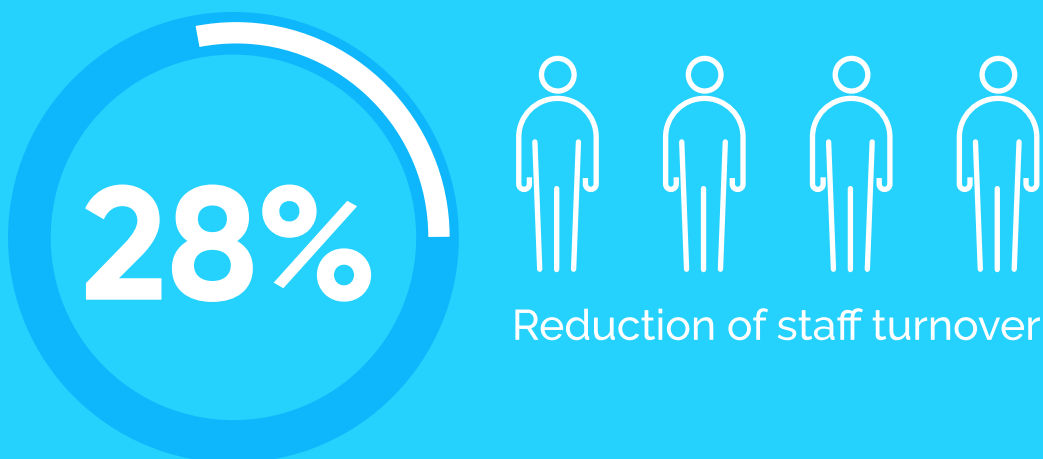
As a result, you need to go all out to impress top-quality prospects. A strong employer brand demonstrates that you invest in your people just as much as you invest in your business; it's a place to shout about the great work for your employees that you're already doing – capitalise on it!

Significantly boost job retention

As you have been open and honest about your culture and benefits right from the get-go, the people who apply for your vacancies are likely to be far better suited to life at your business.

This can **reduce staff turnover by 28%**, as the people you're hiring are more suitable for, and happier in, the role.

Not only this, but working on your employer brand can also help to shift your organisational culture, focusing on what's important to your employees. This can make your organisation a better place to work for everyone and bolsters your retention rates as a result.



All of the above free up more capital for you to invest elsewhere in your business.

Yes, an employer branding strategy is an investment, but it pays dividends in no time at all.

If you'd like to talk about what your employer branding strategy might look like, book a call with our experts today. We're on hand to discuss your needs and tailor a solution to your specific requirements.

[BOOK DISCOVERY CALL](#)

How to Create an Employer Branding Strategy

Poor employer branding strategies cost businesses roughly **10%** more per hire.

So, you're ready to get started, where on Earth do you start?

The answer's simple: follow our step-by-step guide, put together a killer employer brand and use it to attract and retain the talent you deserve.

Note: you may already be doing some of these steps, good job! Just skip to the next one if that's the case.



01. Assess your existing branding & USPs

Before you can get started, it's important to completely understand exactly what the draw of your business is for employees.

This can be difficult if you're a brand-new business, but try to think of it as a blank slate for you to shape how you see fit.

Start with your mission statement, values, vision and company culture. Make sure you have all of this written as succinctly as possible, as it'll be important to use as a reference throughout this process (and as you recruit).

The result of this step should be that you have a clear understanding of what you think your business' strengths, weaknesses and culture are.



02. Carry out an employer branding audit

Now that you've mapped out what you think, it's time to get an understanding of what really matters – what your employees think.

These are the most valuable opinions; the people that have been through your recruitment and onboarding process will know it better than anyone, perfectly positioning them to provide honest, truly useful feedback about what it's like working for your business. This should cover everyone, from new starters to your veteran workforce.

At this stage you should:

- Send out internal surveys (anonymously)
- See what people are saying on social media
- Look through sites like Glassdoor

This is a great opportunity to get a true picture of what it's like working at your business, identifying what you do well and what could be improved.

Combining both steps one and two will help give you a true picture of the perfect candidate, allowing you to tailor the rest of your efforts accordingly.





03. Create your employer value proposition

Chances are you already have a business value proposition, something that summarises your business and how you address consumer pain points.

Your employer value proposition (EVP) is much the same. It serves as a promise of sorts, conveying your key marketing messages while assuring a prospect of what they should expect when working for you.

It's essential that your EVP is written after your research is complete, as it needs to reflect what your employees think and not include anything they'd disagree with.

As a general rule, your EVP should avoid talking about money, as its main purpose is to inspire people to want to work for your brand for reasons other than compensation. Many people, especially those in younger generations, want to know that their work is meaningful and appreciated, and will often accept lower pay for greater satisfaction.

When writing your EVP, discuss:

- What traits your business value (hardworking, tenacious, ambitious, analytical, etc.)
- What goals you want to achieve (help them grow, make a difference, grow & provide opportunities)
- Exciting projects & general success of the business
- Potential career progression

You can take inspiration from existing company literature – your website, LinkedIn profile, other recruitment materials, etc., but this should be completely unique.

Take your time with it, it's got to be perfect. After all, you'll be using it a lot, as it'll feature on all of your future job ads.

04. Revamp your careers page/microsite

Establishing an environment for potential candidates to consume your recruitment content is essential.

Depending on your requirements, you can either create:

- **A custom careers page** – This can act as a nexus of sorts, linking off to all of your relevant content that's been uploaded to your website.
- **A careers microsite** – Also a nexus, a careers microsite is the next step up from a single careers page, as it can host all of the content that you need to produce, and is somewhat more impressive. The effort that you put into a microsite won't go unnoticed.

A microsite is more relevant for larger businesses who are regularly recruiting, as it can then be keyword optimised and shared in order to reach the most potential candidates.

No matter which option you choose, this is an essential step to make, as it demonstrates that you're taking recruitment seriously and are willing to put money into finding the right talent. If you're willing to invest in this, you're far more likely to invest in your people, too.



05. Improve your onboarding

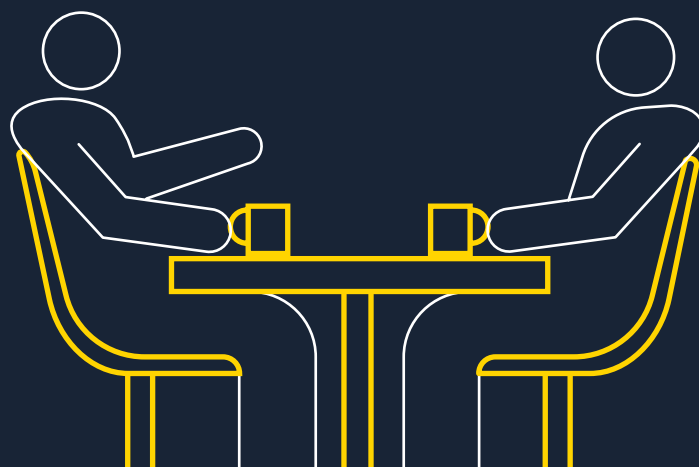
Onboarding is often overlooked, but first impressions really do matter.

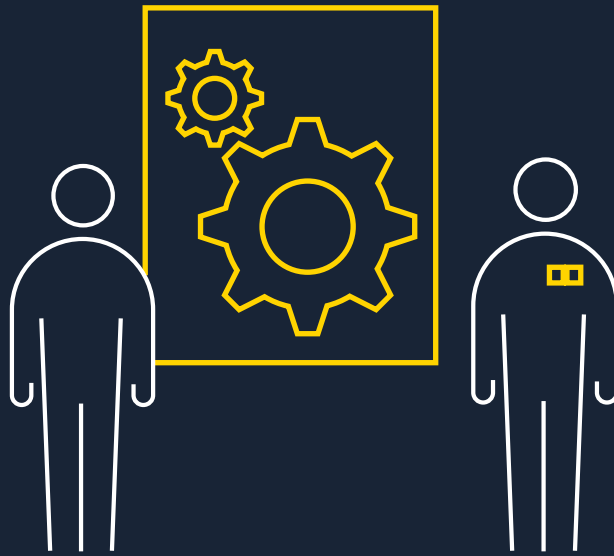
So much so, that new employees that suffer through a negative onboarding process are **twice as likely** to hand in their resignation, an expense you really don't need.

As a result, getting your onboarding right is **incredibly important**. Make sure you take the time to be there for new employees, ensuring that they:

- Are engaged with their roles and are excited to start
- Know who to talk to should they need anything
- Are introduced to their team right from the start
- Have a detailed rundown of the tools they need for their work
- Are regularly checked up on

Getting all of this right will start your new employee off right, helping to boost their productivity and reduce overall staff churn.





06. Offer internal development opportunities (and shout about them!)

Your loyal employees will get bored and move on eventually.

That is unless you provide them with ample opportunities to learn and grow.

Demonstrating that you're willing to support your employees to grow, learn new skills and achieve their goals helps to reinforce your commitment to their development. While doing this, make sure to record employee successes & progress. This can be used as valuable recruitment content in the future.

It's a win-win; your employee gets the growth and progression that they want, and you get great recruitment material.

07. Build a diversity & inclusion strategy

Diversity and inclusion (D&I) are essential in the modern workforce.

Having a diverse team:

- Helps produce innovative ideas
- Brings in a variety of new opinions
- Builds a stronger workplace culture
- Helps improve customer service

A commitment to D&I also helps to reinforce your employer brand, positioning you as a champion of diversity, attracting more varied & talented applicants.





08. Produce content using your existing employees

Now that the stage is set, it's time to create some high-quality recruitment content. This might include:

- **Infographics** – Your infographics show off employment stats, business stats, success rates, etc. Essentially, they are a striking visual representation of why someone would want to work for you.
- **Blogs** – Employer branding blogs come in all shapes and sizes. You might produce a day in the life of blogs that follow individuals in their day-to-day work. Or perhaps you'd prefer general company overview blogs or blogs discussing recent business successes.
- **Videos** – Videos are incredibly powerful, especially when it comes to recruitment. A video helps to bring in the crucial human element that much written content lacks. You might choose to interview employees, give a tour of your building, record team building exercises or produce videos celebrating your employees' great work.
- **Testimonials** – Both from employees and clients – show potential prospects what your people are saying. Bonus points if you can get these written on review sites such as Glassdoor and Trustpilot!
- **Social posts** – When considering a job ad, most candidates will check your social media presence to see what you're talking about. Your social channels are perfect places to feature your video content & links to other relevant content.

All in all, this content comes with a whole host of benefits. It's great for your candidates as it helps them decide whether you're a right fit for them, and it's great for business as it demonstrates how successful you are. You're an easier investment for another business or a consumer to make if you're clearly doing well and growing.

Create your employer branding strategy today

So, there you have it, an 8-step process to creating the perfect employer branding strategy.

It's a lot to take in, and it's okay if you're not 100% sure on how you're going to make it a reality. That's what we're here for!

Our team at Catalyst consists of design experts, branding specialists, copywriting wizards and more; everything you need in order to create the perfect employer brand.



We deliver fully bespoke employer branding toolkits, providing you with all of the resources you require to fuel your ongoing recruitment drive. We will:

- Organise a tailored discovery meeting where we'll build an understanding of your business and ideal candidates.
- Conduct anonymous employee surveys, covering juniors through to senior management, providing you with an honest appraisal of your entire employee experience.
- Analyse and suggest improvements to your existing onboarding experience.
- Learn what your culture is like vs what you'd like it to be.



Once our research is complete, we will:

- Create a fully bespoke toolkit, composed of all the content you require for your future recruitment.
- Help build/amend your careers page or build you a complete recruitment microsite, complete with
 - Team pictures
 - Testimonials
 - Video content
 - Stats
- Perks/benefits
- Your EVP
- Details on career progression
- Full SEO optimisation
- Improve and optimise your existing website so that you're putting your best foot forward as candidates research your business.
- Encourage and support your employees in writing reviews for sites such as Glassdoor.

Finally, it's time for implementation, where we:

- Create a comprehensive recruitment strategy based on where your candidates are to be found.
- Create job ads for boards, social & press (if required).
- Customise your LinkedIn targeting.
- Conduct remarketing for those who have previously visited your careers page/site.
- Create an ongoing social plan for recruitment/other business content.
- Optimise and manage your ongoing SEO and PPC.

There's no need to go it alone, book a discovery meeting with our employer branding experts and get the ball rolling today. The sooner you start, the sooner you'll enjoy the cost savings of a great employer brand.

BOOK DISCOVERY CALL



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