



A GUIDE

*There is a Difference Between
Your Brand... and Your*

EMPLOYER BRAND




ultimate
STAFFING SERVICES

A Roth Staffing Company

Table of Contents

Employer Branding, Defined		3
Creating Effective Employer Branding		6
The Impact of Employer Branding on Employees		8
The Impact of Employer Branding on Jobseekers		14
The Impact of Employer Branding on Customers		20
Employer Branding & Social Media		22
How to Build Your Employer Brand		26
Tips from Within		34







*Perception is everything. That's why your company has spent copious amounts of time and money building its brand and reputation. But your company may be ignoring a crucial element of its overall image: **its employer brand.***

*An employer brand, in the simplest sense, is your **reputation as an employer:** how you treat your employees, what it looks like to work at your company, and how you market yourself to jobseekers.*

Branding influences consumer decisions – deciding where, how, and who to work with is a “consumer” decision.





In a new era of transparency and accountability, your company's reputation as an employer influences your current employees, your job-seeking candidates, as well as current and future clients and customers. Your company's **employer brand** overlaps with your **consumer brand**, influencing decisions on all fronts – and therefore, all aspects of your business.

In fact, **businesses with strong employer brands saw revenues grow by 20% and their workforce grow by more than 12%** in the last 12 months.

(National Center for the Middle Market)

Building, communicating, maintaining, and evolving your employer brand is imperative.

We've broken down how your employer brand affects your employees, jobseekers, customers and clients – and how their responses further influence your employer brand.



***“Employer branding
does not exist solely as
a concept, rather it
requires a dedicated
strategy and action.”***



Generic or Brand Name?

Just like work culture, your company already has an employer brand – *whether you recognize it or not*. It is already having an effect on your employees, jobseekers, and clients. The real question is: ***Is it effective?***

Employer branding is one of the **top 5 organizational objectives for 45% of organizations' board of directors** (Korn Ferry). However, **59.5% do not have a formal employer branding program** (Jibe).

Your company's employer brand is the sum of your internal programs, mission, purpose, ethics, values, and culture – and how you advertise and communicate them. Employer branding does not exist solely as a concept, rather it requires a dedicated strategy and action.

“Employer branding begins with your current employees. Once you establish your employer brand, your employees will **build, strengthen, and validate** the brand, which will subsequently build trust with your jobseekers and customers.”

The Impact of Employer Branding on Employees

As with any initiative, employer branding begins with your current employees. Once you establish your employer brand, your employees will build, strengthen, and validate the brand, which will subsequently build trust with your jobseekers and customers.

EMPLOYEE BENEFITS

Employer branding is good for your employees *and* your overall organization.

A 2016 survey found **89% of professionals believed employee happiness and employer branding to be connected** (Jibe), while **45% said it leads to increased engagement** (Korn Ferry).

Employee testimonies will be the backbone of your employer brand, so you must give your workforce plenty to brag about and be proud of. Their demonstrated support of your company's brand in-person, on social media, and across the internet will make your employer brand real.

What your employees share and what they say about your organization becomes law: **70% say they trust what employees say about a company over brand ads**. And when looking for jobs, **76% of applicants researched companies on LinkedIn** by looking at current employee profiles (Betterteam).

EVP MVP

The largest component of your company's employer brand is your **Employee Value Proposition (EVP)**. Your EVP is the entirety of what you offer your workers in exchange for their time, talents, and services.

Your EVP is what sets your company apart from your competitors from an employee perspective. It is the answer to: ***“Why would anyone want to work here?”*** (TINYpulse). This includes things like:

- Fair and competitive pay
- Comprehensive benefits
- Engaging culture
- Ample vacation time
- Potential and structured career growth
- Work-life balance and flexibility
- Abundant recognition
- Supportive parental leave
- Volunteer opportunities
- Fulfilling shared purpose
- Unique perks related to your organization

The Employer Brand Formula

Employer branding typically consists of:

How you advertise your EVP
(social media, photos, videos, content, bragging about employees, etc.)

Maintenance and evolution of the brand and EVP

EMPLOYER BRAND

CREATING YOUR EMPLOYEE VALUE PROPOSITION

Your Employee Value Proposition (EVP) is the concrete element of your employer brand. It answers the question,

“Why would anyone want to work here?”

(TINYpulse)

This includes things like:



The offerings on the previous page serve as the base and most literal expression of your brand. While many organizations may not provide all these offerings, they can develop a unique package that engages their workforce. When you invest in your employees, they will boast about their employee experience.

When you invest in these offerings, and in turn, your overall employer brand, the benefits start rolling in. However, **only a quarter of average-sized organizations have strong employer brands and EVPs in place** (National Center for the Middle Market).

Authenticity: the good, the bad, and the truth

To create an effective filtering process and a strong employer brand, you must be honest about the reality of working for your organization.

Not everyone wants a “ping pong table culture,” and there are some benefits that aren’t a priority for all jobseekers. Present an appealing, yet honest, vision of what it’s like to work at your company and make sure this message is consistent across sources and platforms.



***“Choosing a career is a
consumer decision and
branding can make all the
difference.”***

The Impact of Employer Branding on Jobseekers

A VIDEO

Employees benefit from your organization having an employer brand, but *your candidates* (hopefully *future employees*) are the ones who will give you the biggest return on your employer brand.



Almost **50% of recruiters think recruiting will become more like marketing** over the next 5-10 years (Jibe) and **56% of recruiters say employer branding is a top priority** (LinkedIn).

And rightly so: companies with positive brands get **twice as many applications** as companies with negative brands (Betterteam) and **75% of talent acquisition leaders say their employer brand significantly impacts their ability to hire great talent** (Korn Ferry). But how your employer brand speaks to candidates affects more than whether or not they will apply.

A strong employer brand can attract the right talent, filter candidates, decrease costs, and give you a competitive edge in an ever-tightening job market.

TRY BEFORE YOU BUY

80%



80% of jobseekers will research an employer online before deciding to apply (Careerealism)

62%



62% of candidates will specifically research companies on social media to get a feel for their employer brand (CareerArc)

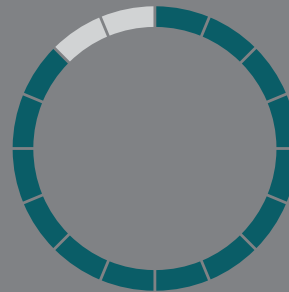
YOUR REPUTATION PRECEDES YOU

70%



70% of candidates would not take a job with a company that has a bad reputation, *even if they were unemployed* (Corporate Responsibility Magazine)

84%



84% of candidates would consider leaving their current company if another company with an excellent reputation offered them a job (Glassdoor)

SHOPPING AROUND

Choosing a career is a consumer decision and branding can make all the difference. Just as with any consumer decision, jobseekers identify their needs, collect information, evaluate alternatives, and make the purchasing decisions. They “buy” with their time, talent, and energy.

Adweek reports that **81% of shoppers conduct online research before buying** (MineWhat.com). We see this trend repeated in job searching: **80% of jobseekers will research an employer online before deciding to apply** (Careerealism), while **62% of candidates will specifically research companies on social media to get a feel for their employer brand** (CareerArc).

Candidates will eagerly check your website and social media pages to see what their life would look like if they worked for you – especially since their options are increasing.

Half of the time, top talent turns down an offer from a middle market firm because of the lack of a strong employer brand or EVP (National Center for the Middle Market). Meanwhile, **70% would not take a job with a company that had a bad reputation, even if they were unemployed** (Corporate Responsibility Magazine).

However, **84% of candidates would consider leaving their current company if another company with an excellent reputation offered them a job** (Glassdoor). Your company’s employer brand must also be strong enough to lure these “passive” jobseekers in.

THE JOBSEEKER FILTER

According to PwC, **73% of CEOs are concerned with attracting the right talent or right caliber of talent.** A strong employer brand won't just help attract the right talent, it helps filter out the wrong talent.

A strong employer brand serves as a clear indication of who you are, what your culture is like, and what applicants can expect on the job. This allows jobseekers to make accurate judgments about whether or not they themselves will be a good fit – saving time on reviewing, interviewing, and finding replacements for bad culture fits.

Passive Candidates

To learn more about the current candidate market, read our *White Paper*.

Candidate Supply & Demand
Passive Candidates

A WHITE PAPER PROVIDED BY ULTIMATE STAFFING SERVICES

It's a candidate's market, we just live in it. Unemployment has fallen below 5%, and the demand for new talent only continues to grow. According to Glassdoor, 50% of recruiters agree that the market is in the candidate's favor. When available talent dwindles, you have to find them.

Only a few candidates are actively seeking new opportunities. Indeed states that 25% are actively looking for new work with 25% of them currently employed. Meanwhile, 75% of jobseekers are casual and passive, employed but open to new opportunities. These candidates are called passive candidates or non-candidates. They are the majority of talent available.

Passive jobseekers shouldn't be a last resort. Instead, actively develop a sourcing approach that allows you to reach out to those who are currently employed. This casual approach to job search requires a dedicated technique.

The "non-candidate" pool is where the majority of talent is, and the result is the expanding across generations and industries.

A survey by White Towers Watson states 2 in 10 employees say they are likely to leave their employer within the next two years. The average tenure has decreased from 4.8 years in January 2014 to 4.2 years in January 2018 (Bureau of Labor Statistics).

Meanwhile, only 15% of workers are considering retirement and don't want to move on to another company (LinkedIn).

Job-hopping and dissatisfaction elsewhere can work in your favor. With satisfaction low and intent to leave somewhat medium, employees are more likely to be open to a passive candidate experience.

Casualty talking to recruiters or browsing the occasional job post are receiving new risk notices of exploring new opportunities.

Even satisfied workers glance at outside opportunities. While 55% of passive jobseekers are satisfied in their current job (Indeed), almost 55% of workers look at other jobs at least monthly (Indeed).

Platforms like LinkedIn and Glassdoor promote new opportunities to passive candidates on a daily or weekly basis. Meanwhile, 84% of candidates would

Increasing Employees
Another important measure is to consider reducing 40% say they'd consider (re)hiring/contracting. There are only 30% increasing employees. You already know how to get and retain it, and they know what to expect from your workplace.

Passive Candidate, Active Results
Passive candidates have up-to-date experience, in-demand skills, and current industry knowledge. They likely won't have a gap in their resume. They are also 100% more likely to want to make an impact, 25% more likely to want more challenging work, and 17% less likely to leave your development (Undercover Recruiter).

Passive candidate performance was rated 8% higher than active candidates, and these individuals were 27% more likely to stay with an organization long term (ODD Benchmarking Leadership Council Global Labor Market Study).

However, these perks come at a cost: 20% of passive-candidate expect a salary increase of more than 15% if approached by recruiters, and that figure rises to 51% if the job in question requires relocation (Indeed).

Click to View

Have the opportunity to view this white paper work document easily. Simply bookmark or label as "Job-Hoppers," more frequent career change is a phenomenon they were "passive" or interested (PROOF) Economic Research. Seeking passive candidates is common practice, for reasons beyond necessity.

Ultimate Staffing Services | 888.847.1811 | www.ultimatestaffing.com

ultimate STAFFING SERVICES

THE *ENTIRE* CANDIDATE EXPERIENCE

Your candidate experience will serve as the first expression of your employer brand in the eyes of jobseekers, and the first test of its authenticity.

According to Jibe's 2016 *State of Employer Branding*, **95% of companies consider the quality of their candidates' experience to impact their employer brand**, and **89% consider the quality of their online job application process to impact their employer brand**.

While **45% of jobseekers have applied for a job online** (Pew), **60% quit in the middle of filling out online job applications because of their length or complexity** (CareerBuilder). Be sure that your process is efficient, effective, and authentic. You don't want to begin the process on the wrong foot.

Hiring Costs

The hiring process, in general, can get pricey.

*Employers with strong employment brands see a **43% decrease in cost per hire** (LinkedIn), while **companies with bad reputations pay 10% more per hire** (Harvard Business Review).*

When an organization lacks a strong employer brand, their hiring process is prolonged, they attract fewer candidates, and they will typically have to offer a higher salary to bridge the gap in the EVP.

***“Better service comes
from employees who like
their jobs.”***

The Impact of Employer Branding on Business Customers

How you treat your employees matters to your customers. Companies with an employer brand and EVP in place are significantly more likely to report strong company performance and growth than their counterparts (Middle Market Center).

Your reputation, and your Google results, will shape a customer's vision of who they will be working with. Second to offering high quality products or services, treating employees well is the most important thing a company can do to build trust. And **treatment of employees ranks equally important as listening to customers** (Edelman).

Your customers will especially inspect your social media: **84% of CEOs and VPs say they use social media to help make purchasing decisions** (International Data Center). They are eager to see how your employees are represented and how your employees interact with your social media.

When consumers see employee demonstrations of pride and engagement, they feel much more secure – knowing that better service comes from employees who like their jobs.

“How you present your organization, and the authenticity your employees and jobseekers build around it, will shape your employer brand.”

Social Skills

Your employer brand will be most prominent on social media, more specifically, your presence on Facebook, Glassdoor, LinkedIn, and other channels should you choose to employ them.

Due to its accessibility and transparent nature, **76% of companies choose social media to communicate employer brand** (CareerArc). These public forums draw a lot of attention.

How you present your organization, and the authenticity your employees and jobseekers build around it, will shape your employer brand.

A VIDEO



Almost three-quarters of employees **(74%) reported using their personal and/or professional social media accounts to promote an employer brand** (CareerArc) – a valuable tactic as **76% of applicants viewed an employee’s LinkedIn profile 6 months prior to applying for a job at that company** (LinkedIn).

But what did they find? While employees can promote the positive aspects of your employer brand, they can also expose the negative aspects on the same stage. More than **1 in 3 respondents who had been terminated or laid off had left a negative review** of their former employer (CareerArc).

This can become a glaring issue that often goes unaddressed internally. While **70% of HR managers plan to use social media to build their brand**, only **one-third have someone dedicated to social media** (Betterteam).

Preparing Your Website

Everything should lead back to your website, so make sure your site is consistent with your social media channels in regard to branding, messaging, and content.



HOW TO BUILD YOUR EMPLOYER BRAND

Your employer brand already exists. But to reap its benefits, it's up to you to **refine** it, **promote** it, **build** it, and **authenticate** it.

There's no "wrong" way to build a brand. There's nothing wrong with being profit-driven – you just have to be dynamic and authentic.

While your consumer brand is controlled almost exclusively by your organization, your employer brand is shaped by a variety of external sources, making a game plan crucial.

Here's how to build your employer brand...

1 EVALUATE ITS CURRENT STATE

Work with your HR, Marketing, and Recruiting teams to create your best understanding of your existing employer brand.

Together, create a loose outline of what you consider to define your employer brand. Does your organization advocate and practice:

*Formal **or** Casual work environment*

*Regular raises **or** Merit increases*

*Work-life balance **or** "Always-on" working*

*Lay-offs **or** Taking losses*

*Executives who keep their distance **or** Hands-on leadership*

*Teamwork **or** Cutthroat*

(Access Perks)

...just to name a few. **Remember: there's no wrong answer, just the truth.**

From there, survey your organization from the top-down. Ask employees for their honest and anonymous opinion of their perspective on your organization's culture and how they would define you as an employer. Go beyond the survey and have discussions with employees and some of your organization's "culture leaders."

Listen for common themes regarding how they feel about where they work, as well as viewpoints that may differ from your own. Then, take their feedback (*good and bad*) to heart and make changes accordingly.

2 ESTABLISH YOUR EVP

As your employer brand continues to take shape, firmly establish your EVP. *Why would anyone want to work for you?*

Emphasizing a shared purpose may be one of the most crucial factors for establishing and advertising your employer brand. Define your organization's *why*: Why you come to work every day, why your organization exists. For help defining your shared purpose, read our eBook "Purpose: How to make a better team through shared purpose."

3 DOCUMENT YOUR EMPLOYER BRAND

Now that you have a more well-rounded view of your employer brand, work with your HR, Marketing, and Recruiting departments to physically write down your employer brand. Create an employer brand statement just as you would for your consumer brand and make it available for reference.

Discover your Purpose

Read our eBook about shared Purpose in the workplace [here](#).



4 CREATE AN ACTION PLAN

Now that you have a defined employer brand, what are you going to do with it? **Eighty-four percent of companies believe a clearly defined strategy is key to achieving employer branding objectives**

(Employer Brand International Global Research Study).

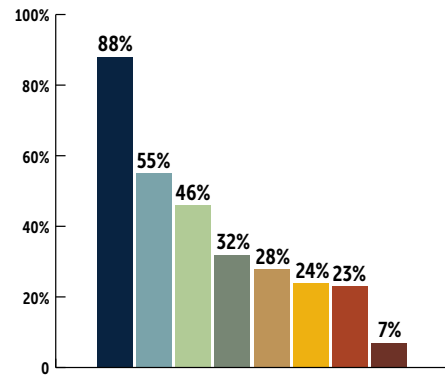
At a minimum, your employer branding action plan should include:

- Creating engaging employer branding content for your website and social media
- Advertising your employer brand across social media
- Integrating employer branding materials into the applicant and interview process
- Promoting your employer brand in job posts

A structured program and calendar will help produce better results.

Your Media Strategy

Which of the following do you use to support your employer branding efforts?



- **88%** Social media
 - **55%** Employer review sites
 - **46%** Content marketing (video blogging, etc.)
 - **32%** Paid advertising (online ads)
 - **28%** Email marketing
 - **24%** SEO
 - **23%** Paid advertising (print, TV, radio, etc.)
 - **7%** Other
- (Jibe)

5 CREATE SUPPORTING CONTENT

It's not enough to tell people about your brand – you have to show them. You need evidence of what it's like to work there.

Create content for social media surrounding:

- Recognition for employees
- Special events
- Cultural activities
- Examples of your EVP

This can include posts, blog posts, photos, videos, or third-party recognition.

It's best to also create materials for your interview processes to keep candidates engaged and their interest peaked. Give them more and more insight and information as the process moves along.

6 SOCIAL MEDIA, SOCIAL MEDIA, SOCIAL MEDIA

If you haven't already, claim or establish your social media pages and link them back to your website. Then, regularly add content to the page. Just as you would with your consumer brand, make sure the content you share is consistent.

Have personnel dedicated to your social media and its maintenance, particularly responding to public comments. According to Glassdoor, **62% of jobseekers say their perception of a company improves after seeing an employer respond to a review.**

5 WAYS TO BUILD YOUR EMPLOYER BRAND ON SOCIAL MEDIA



NUMBER ONE

Provide examples of your culture

Think photos, videos, testimonials, anything that showcases and celebrates what it's like to work at your company.

NUMBER TWO

Celebrate your current employees

Showcase and honor your employees – jobseekers will want to be them and customers will want to work with them.



NUMBER THREE

Advertise your Employer Value Proposition (EVP)

Your EVP answers the question, “Why would anyone want to work here?” (TINYpulse)
Tell everyone why they would want to work here!

NUMBER FOUR

Encourage and reward employee social media involvement

Provide guidelines for social media activity and praise those who do.



NUMBER FIVE

Closely monitor your LinkedIn & Glassdoor pages, and respond appropriately

62% of jobseekers say their perception of a company improves after seeing an employer respond to a review (Glassdoor)

7 PROVIDE GUIDELINES FOR EMPLOYEES AND INCENTIVIZE THEIR INVOLVEMENT

Your employees play a crucial role in authenticating your employer brand. However, many of your employees may not even know where to begin when supporting their organization online: **14% have posted something about their employer on social media that they wish they hadn't** (Weber Shandwick/KRC Research).

While you cannot force your employees to praise your organization, or keep them from speaking their minds, you can provide general guidelines about what can be helpful to share regarding the organization and what information should not be shared.

Reward social media activity and recognize your social media superstars.

8 EVALUATE YOUR JOBSEEKER EXPERIENCE

It is vital that you personally go through your application process, from career site to application to interview to decision.

Streamline the process and create a structured communication timeline to keep jobseekers engaged and in the know. Trust us – they will appreciate a written rejection over silence.

9 CONTINUOUSLY EVALUATE AND BUILD YOUR EMPLOYER BRAND

Your employer brand will change rather frequently, and that's good. You will need to evolve to ever-changing employee needs, and thus your employer brand must adapt.

ERE Media reports that most companies change their employer brand about once a year. Every interaction with your brand will reinforce or detract from desire to associate with your brand. Continuously monitor and shape your employer brand accordingly.



Your employer branding process will be just that: a process. It will truly never end. But that also means you have endless opportunities to make a good impression. You are worth bragging about – be sure to do it effectively.

”

Tips from Within



Sarah Bader is the Director of Talent Engagement for Roth Staffing Companies (parent company of Ultimate Staffing). With more than a decade of recruiting experience, she has led Roth’s employer branding initiative. Check out what she has to say about the process:

“In 2017, we rolled out our company employer brand initiative, ‘Making Life Better’ – which aligns with our Company Purpose: To make life better for the people we serve.®

Everything Roth Staffing stands for can be summarized in that one sentence. We have spent the last year refining our website, welcome and on-boarding kits for new hires, training materials, internal communications, and [videos](#) to reinforce this message internally and externally.

I firmly believe that a strong employer brand has reduced our hiring costs, brought in more relevant applications, lowered the time-to-fill for open positions, and created better employee retention. It also improved brand recognition, which has led to more sales and increased customer, and in our case, Ambassador (the temporary employees who represent us on assignment) loyalty.”



“



About Ultimate Staffing

At Ultimate Staffing, we live our Purpose in all that we do. The Founder of our company set out on a quest to define our company's Purpose. In 2001, he asked all employees to answer "what are we the best in the world at?" and "what are you most passionate about?" He combed through the answers and found some consistencies. While on the simplest level we find positions for job seekers and talent for businesses, we've found that our Purpose is "to make life better for the people we serve[®]," allowing our Ambassadors and clients to build their livelihood, impacting their lives for the better.

This spreads to our coworkers, making us one of the most engaged workplaces in North America. We use this engagement to better serve our Clients, and we are honored to live our purpose through your business.

We specialize in recruiting and placing the following positions: Office/Administrative, Customer Service, Human Resources, Manufacturing and Production Staffing.

Our Awards



View our entire list here...

Our Culture



866.667.1611 • ultimatestaffing.com