REVAMP YOUR EB!
I’m Maren.
The only way to get into this mindset is to realize that working for you is a **CHOICE**.
Why is employer branding so important?

91% of the people you’re looking to hire plays a key role in their job decision.
69% of Americans wouldn’t take a job with a company they thought had a bad reputation.
55% of companies linked an increase of traffic on their career site with a recent employer branding initiative.
Today’s candidates don’t just want a *nine-to-five*...
Companies with high employee engagement had 37% less absenteeism than those with lower engagement.

Employer branding starts on the inside.
You don’t have to be Google or Amazon to have a **good employer brand**.
Employer branding can differ depending on who you’re selling to.

EX. McDonald’s doesn’t sell Big Macs to the same people it’s selling its more calorie-conscious products...
With the right employer brand, your candidates should be lining up to apply.
93% of CEOs are aware of inadequacies in their talent attraction strategy...

But more than 60% state they haven’t addressed this issue.
EMPLOYER BRAND AUDIT
BEFORE YOU BEGIN
You can’t suddenly draw a cute picture of your mascot, post a job ad on Twitter, and expect everyone’s opinion of you to change on the fly.
GOOD BRANDING takes time and dedicated effort.
Ranked number one when it came to the delivery, but were in last place for actual taste.
They added a new line of sandwiches...
They did a taste test between Subway's sandwiches and theirs...
They added specialty pizzas like Philly Cheese Steak and Hawaiian
They did lots and lots of market testing for a new pizza recipe
They backed this replacement with a new ad campaign.
If people think your product sucks, they’re not going to buy new ones.
SETTING
Your Employer Brand Audit Up For Success

STEP 1
Online Presence
Social Media Presence
Recruitment & Hiring Process
Rewards and Recognition/Compensation
Current & Exited Employees
Keep in mind you’ll be measuring your company
Emphasize the importance of what your company does.
Talk about your company culture
Appease them with benefits
CONDUCTING the Employer Brand Audit

Time: 5 Hours
Conduct a SWOT analysis
Focus on these key points
Get in the MIND of the candidate.
Where this matters most...

Company Website
Company Career Site
Job Ads & Descriptions
Application Process
...you’re going to have a heart-to-heart with yourself.
If you want to turn your brand around...
“Lose that crap and get real.”
Generic recruitment messaging doesn’t yield results...
Sign up for a FREE TRIAL on SEMrush.
Where this matters most…

Company Career Site
Company Career Social Media
Recruiting Channels
Recruitment Advertising
Job Ads & Descriptions
Job Boards
Social Recruiting
RETURN ON INVESTMENT
Don’t be afraid to REACH OUT to your social friends for help.
Where this matters most...

Recruiting Channels
Recruitment Advertising
Career Fairs
Job Ads & Descriptions
Job Post Distribution
Job Boards
Your employer brand is about more than a good job posting and career site.
There’s about 15 referrals for every new hire… versus 300 applicants per job posting.
About 70% of organizations have some sort of employee referral program.
REFERRALS

SOURCE OF HIRES

#1
Referral programs tend to have the best ROI of all recruitment sources.
Incentivizing referrals programs pays off in the long run.
STEP 3

ANALYZING Results and Creating Actionable Items
What makes a company tick?
WEAKNESSES
When we do audits... we have the benefit of being on the outside looking in.
SEE WHERE THE BIGGEST HOLES ARE.
OPPORTUNITIES
This is where you begin to look outside as well as inside.
THREATS
Again, be honest here, otherwise you’re not going to get much out of it.
JOT DOWN EVERY QUIRKY IDEA THAT COMES TO MIND
Take Chipotle
...they may apply as well

All because of a little icon on a phone screen.
YOUR Employer Brand Audit Should Include...
ONLINE PRESENCE

Company Website
Company Career Site
Online Reviews
SOCIAL MEDIA PRESENCE

Company Social Media
Company Career Social Media

(if you don’t have these… red flag!)
RECRUITMENT & HIRING PROCESS

- Recruiting Channels
- Recruitment Advertising
- Career Fairs
- Job Ads & Descriptions
- Job Post Distribution
- Job Boards
- Social Recruiting Efforts
CANDIDATE EXPERIENCE

Application Process
Applicant Screening Process*
Interviewing Process*
Selection & Notification Process*
Onboarding Process*
Training Process*
Performance Management Process
Current Employees*
Exited Employees*

*Excludes competitor analysis. Should only be looked at internally.