



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.



EB firm Brandemix found...

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...**



Employer branding starts on  
the inside.

37%

Companies with high employee  
engagement had 37% less absenteeism  
than those with lower engagement.



You don't have to be Google or Amazon  
to have a **good employer brand**.

Credit: YouTube, Google, Facebook, Vimeo,

# 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



A grayscale photograph of a human hand held palm up, fingers slightly spread. A dark, semi-transparent horizontal band crosses the middle of the hand. Overlaid on this band is the text "BEFORE YOU BEGIN" in a bright yellow, bold, sans-serif font. The background is out of focus, showing indistinct shapes and light tones.

**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.

A black and white photograph of a pepperoni pizza. The pizza is round and sits on a light-colored wooden cutting board. It is topped with several slices of pepperoni. The background is a dark, textured surface, possibly a table. Overlaid on the bottom left of the image is text in yellow and white.

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...

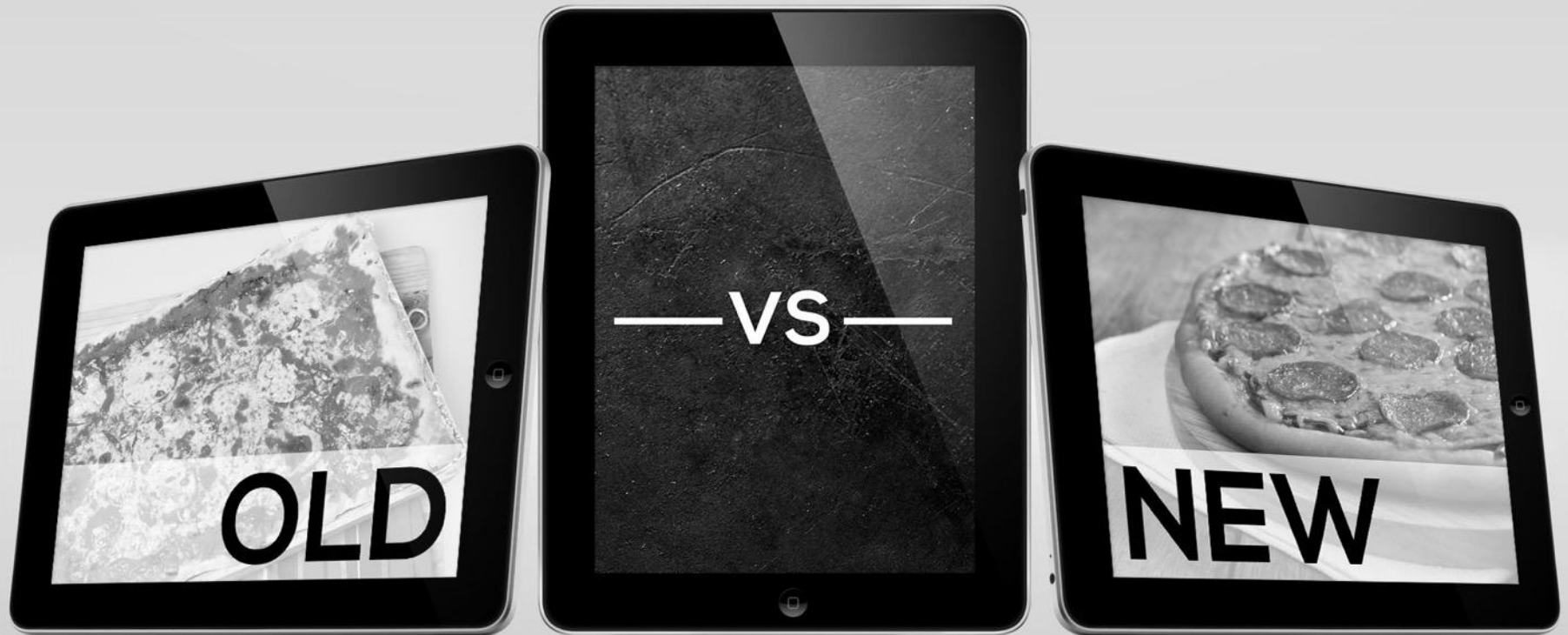
They added specialty  
pizzas like Philly  
Cheese Steak and  
Hawaiian





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.**

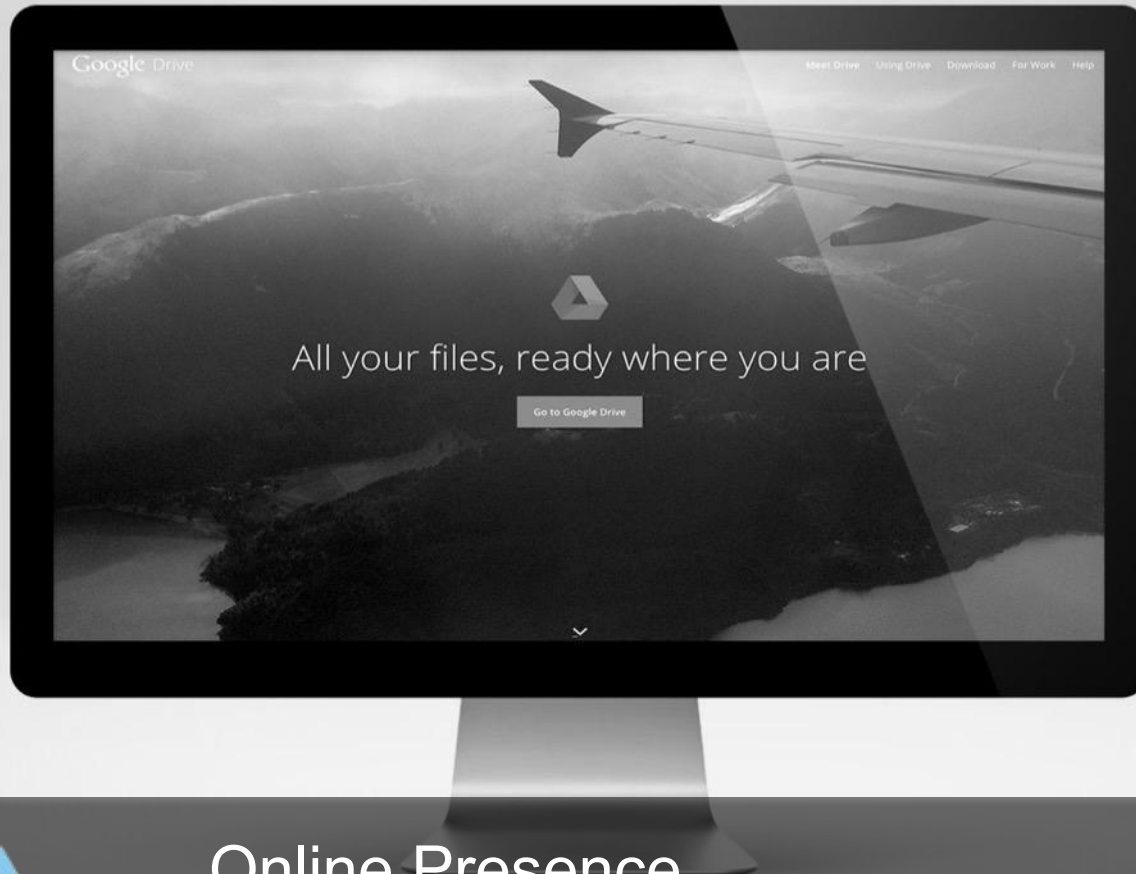




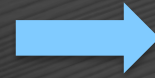
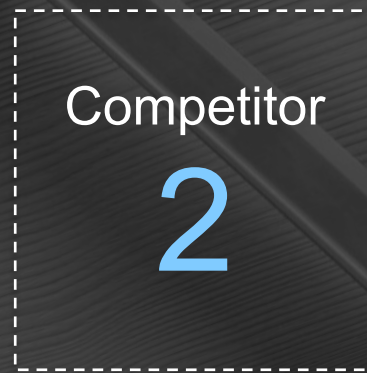
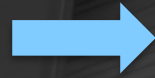
STEP

1

**SETTING**  
Your Employer  
Brand Audit Up  
For Success



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**





HIGH

Appease them  
with benefits

SUCCESS

MED.

STEP

2

## CONDUCTING the Employer Brand Audit

Time: 5 Hours



**Strengths**

**Weaknesses**

**Opportunities**

**Threats**

S

W

O

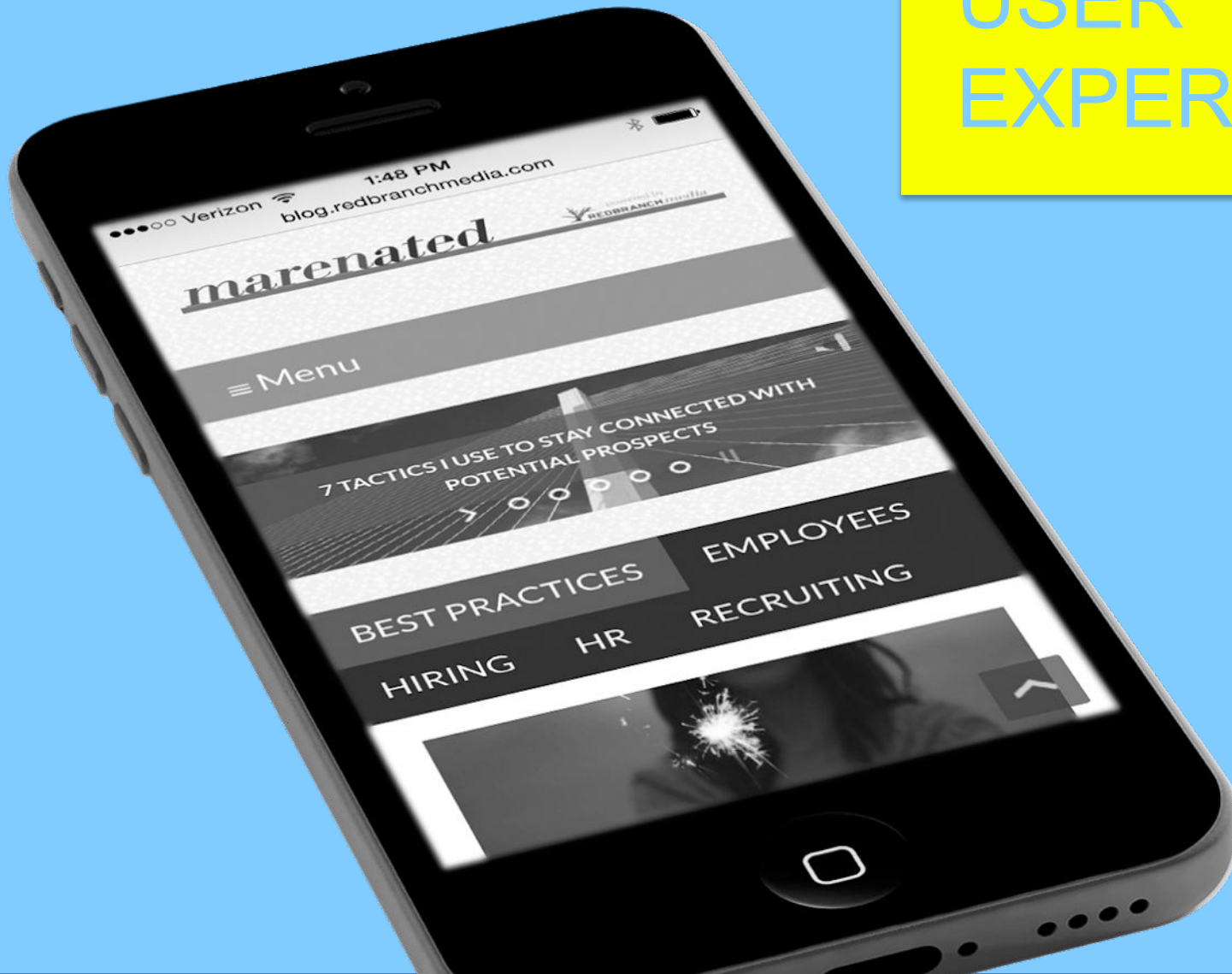
T

Conduct a  
SWOT analysis

Focus on  
these **key points**




# USER EXPERIENCE



TO  
DO

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...



# RECRUITMENT MESSAGING



Credit: Johnson & Johnson

“Lose that crap and  
get real.”



Generic recruitment  
messaging **doesn't**  
**yield results...**



Sign up for a FREE  
TRIAL on SEMrush.

TO  
DO

Log in Register (Free)

ENGLISH

**semrush**  
COMPETITIVE INTELLIGENCE

BLOG WEBINARS NEWS PRICES FEATURES TOOLS CONTACT US

# SEMrush Competitive Research and Business Intelligence Software

**556 039** SEO and SEM professionals  
use SEMrush to find the best keywords  
and online marketing ideas

Analyze data on  
**more than 90 million domains**  
and 106 million keywords

Uncover  
**your competitors' organic**  
and paid search strategies

Find  
**the most profitable keywords**  
for your website

**Join for FREE**  
AND GET 10 EXTRA REQUESTS

Email

Password

**REGISTER**

**ALREADY REGISTERED?**  
Log into your account

Email


Password

**LOG IN**

[Back to top](#)

**GET STARTED WITH SEMRUSH!**  
View our plans & prices

Credit: SEMrush

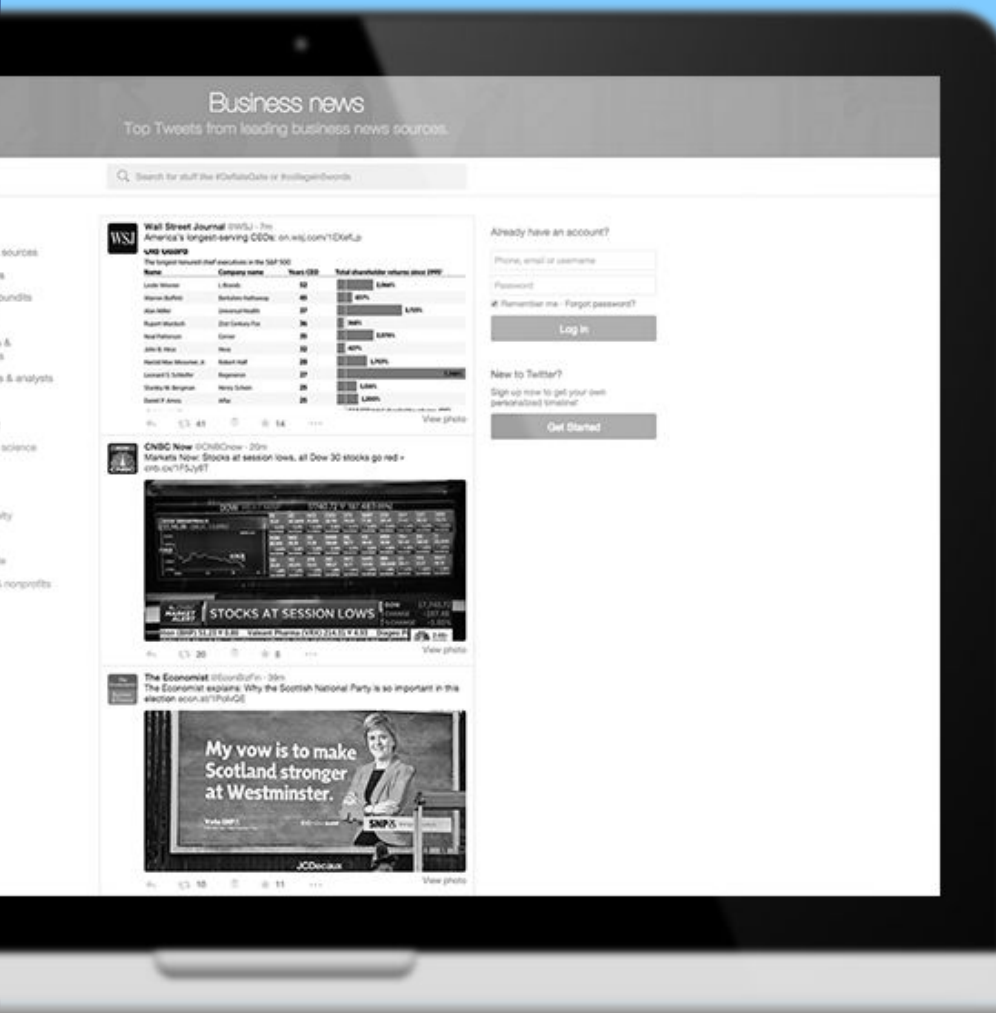


Where this  
matters most...

Company Career Site  
Company Career Social Media  
Recruiting Channels  
Recruitment Advertising  
Job Ads & Descriptions  
Job Boards  
Social Recruiting



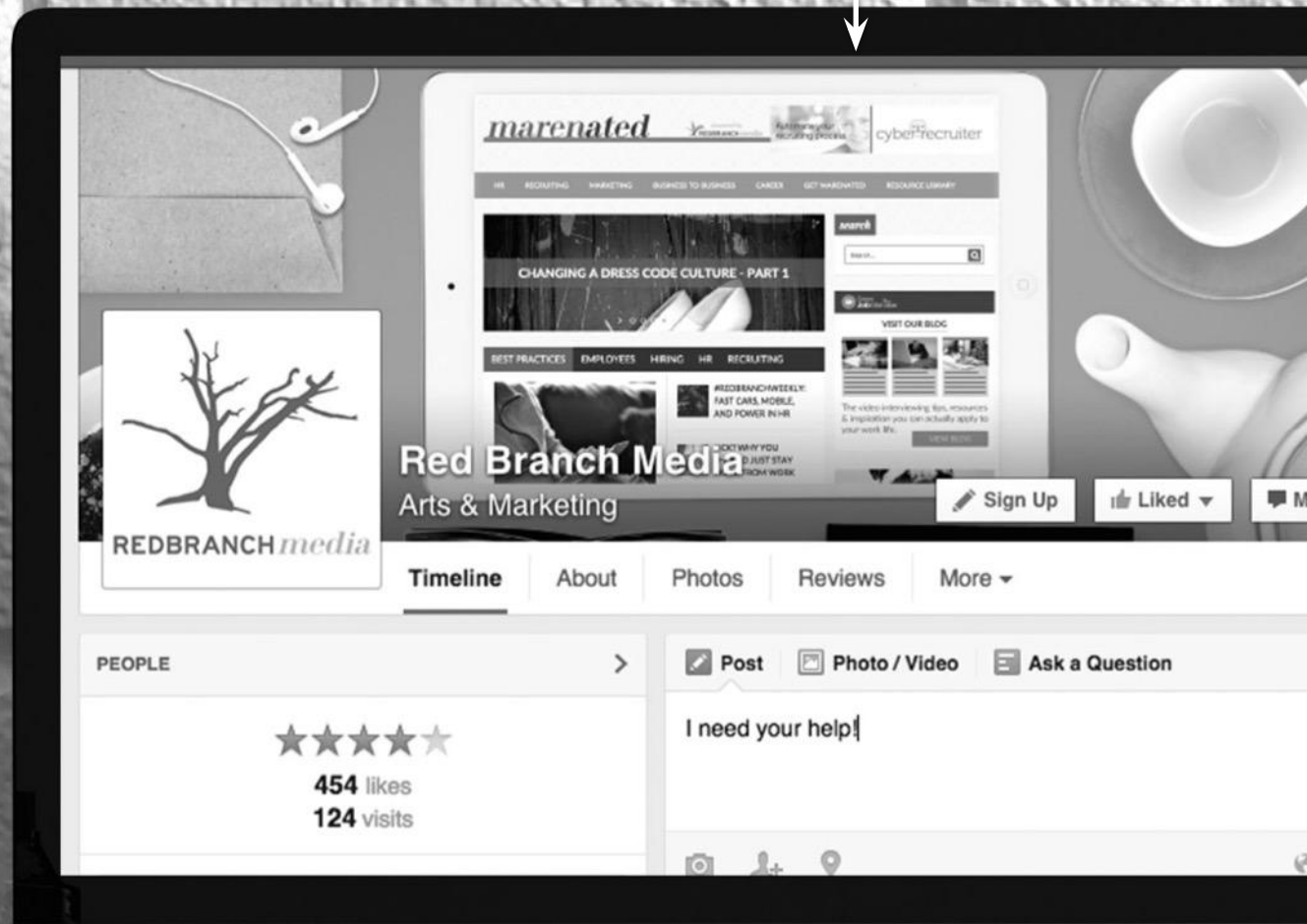
# RETURN ON INVESTMENT



Credit: Twitter

TO  
DO

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.





REFERRAL  
S

SOURCE OF  
HIRES

#1

The background of the image consists of several stacks of US dollar bills. The most prominent stack in the center features a \$100 bill with the portrait of Benjamin Franklin. To its right, a \$1 bill is visible. Other stacks of \$100 and \$1 bills are visible in the foreground and background, slightly out of focus. The bills are stacked neatly, showing the edges and some of the printed details.

Referral programs tend to have the best ROI of all recruitment sources.

Incentivizing referrals programs  
pays off in the long run.



A black and white photograph of a man with a beard, wearing a plaid shirt, looking intently at a wall covered in numerous sticky notes. His hand is visible, touching one of the notes. The background is slightly blurred, emphasizing the man and the notes.

STEP

3

**ANALYZING**  
**Results**  
**and Creating**  
**Actionable Items**

A close-up, low-angle shot of several black dumbbells arranged in a row on a metal rack. The dumbbells are made of a textured black material, likely rubber or plastic, with silver-colored metal handles. The handles are threaded and have a star-shaped grip. The background is a light gray, and the overall lighting is soft and even. The word "STRENGTHS" is overlaid in a bold, yellow, sans-serif font across the center of the image.

STRENGTHS

What makes a  
company tick?





**WEAKNESSES**

An aerial photograph of New York City, showing a dense urban landscape with numerous skyscrapers and buildings. In the background, Central Park is visible as a large green space. The image is used as a background for a presentation slide.

When we do audits...

we have the benefit of being on the outside looking in.



SEE WHERE  
THE  
BIGGEST  
HOLES ARE.

A black and white photograph of a hand holding a lit sparkler. The hand is on the left side of the frame, with fingers curled around the handle. The sparkler is lit, creating a bright, starburst-like pattern of sparks that radiates outwards. The background is dark and out of focus, with some blurred light spots. A semi-transparent black horizontal band runs across the middle of the image, containing the word "OPPORTUNITIES" in yellow capital letters.

OPPORTUNITIES



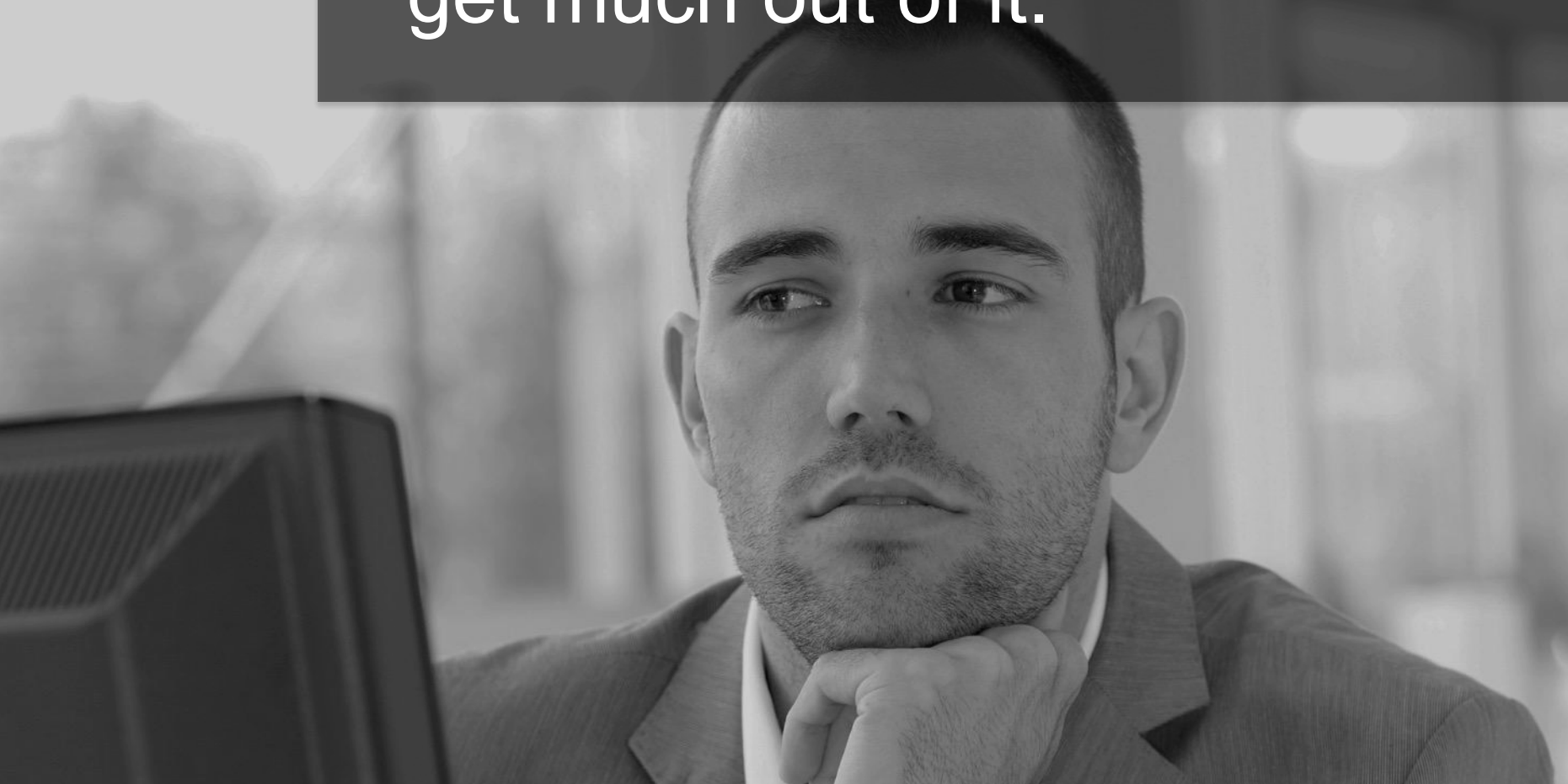
This is where  
you begin to  
look outside as  
well as inside.



**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



Credit: Chipotle & Analytical Investment (AI) Firm

A black and white photograph of two young women with long dark hair, smiling and looking at a smartphone held by the woman on the left. The woman on the right is pointing at the screen. The background is blurred.

...they may  
apply as well

All because of  
a little **icon on**  
**a phone screen.**



Step

4

**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\*





# CURRENT & EXITED EMPLOYEES

Performance Management Process  
Current Employees\*  
Exited Employees\*

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