



HOW TO BUILD YOUR EMPLOYER BRAND

CANDIDATES CAN'T DENY

EMPLOYER BRAND. EMPLOYMENT BRAND. TALENT BRAND.



Celinda
Appleby



Stacy
Zapar

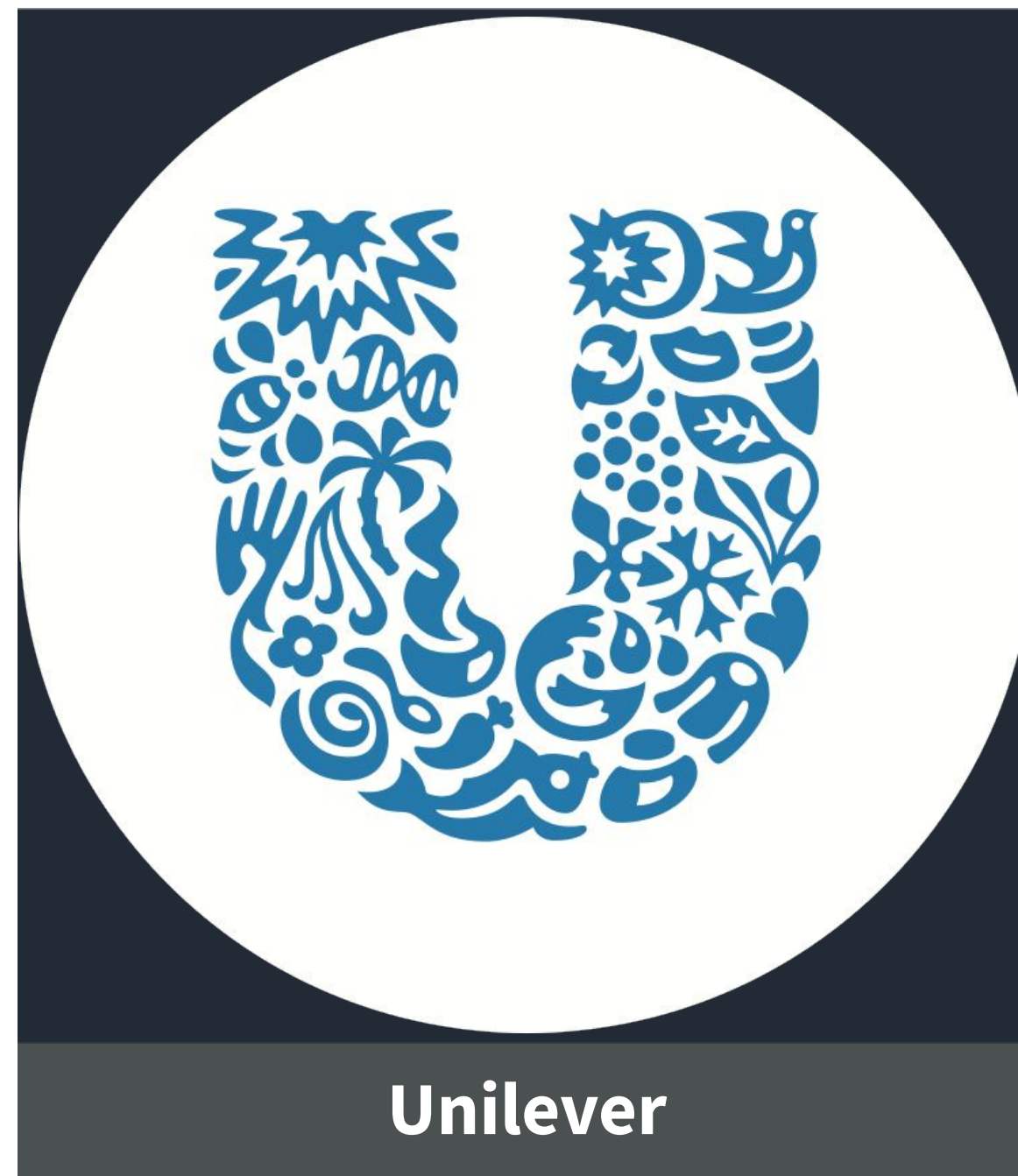


Carrie
Corbin



Crystal
Miller

YOU KNOW THE COMPANIES I'M TALKING ABOUT.



Apply the same focus and consistency to their employer branding as they applied to their corporate and consumer branding

HOW TO BUILD YOUR EMPLOYER BRAND 3 WAYS



Large but very
unsexy company



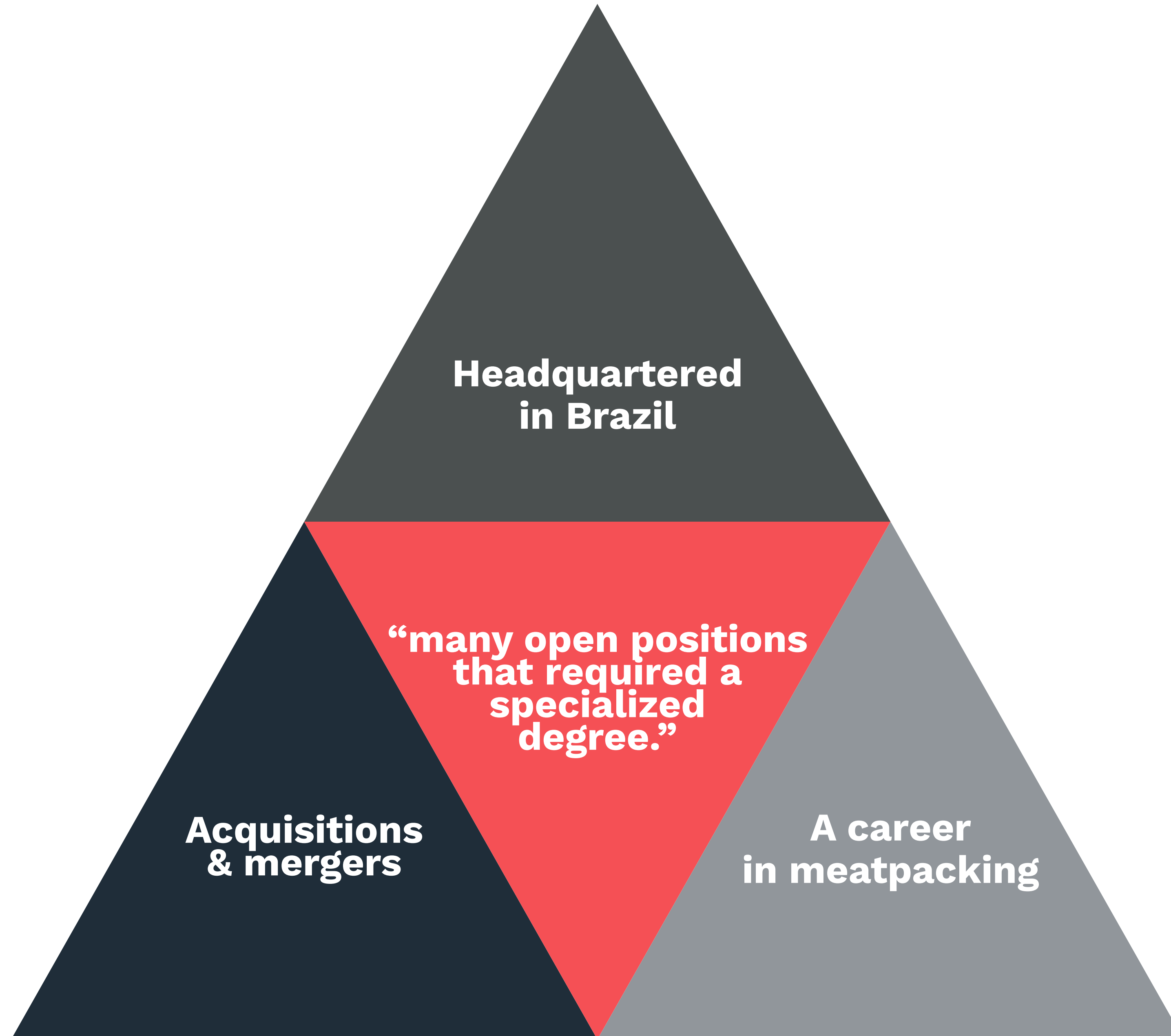
Staffing Agency



Small Consulting Firm
(that'd be mine)



CASE STUDY: #1



Did you know?

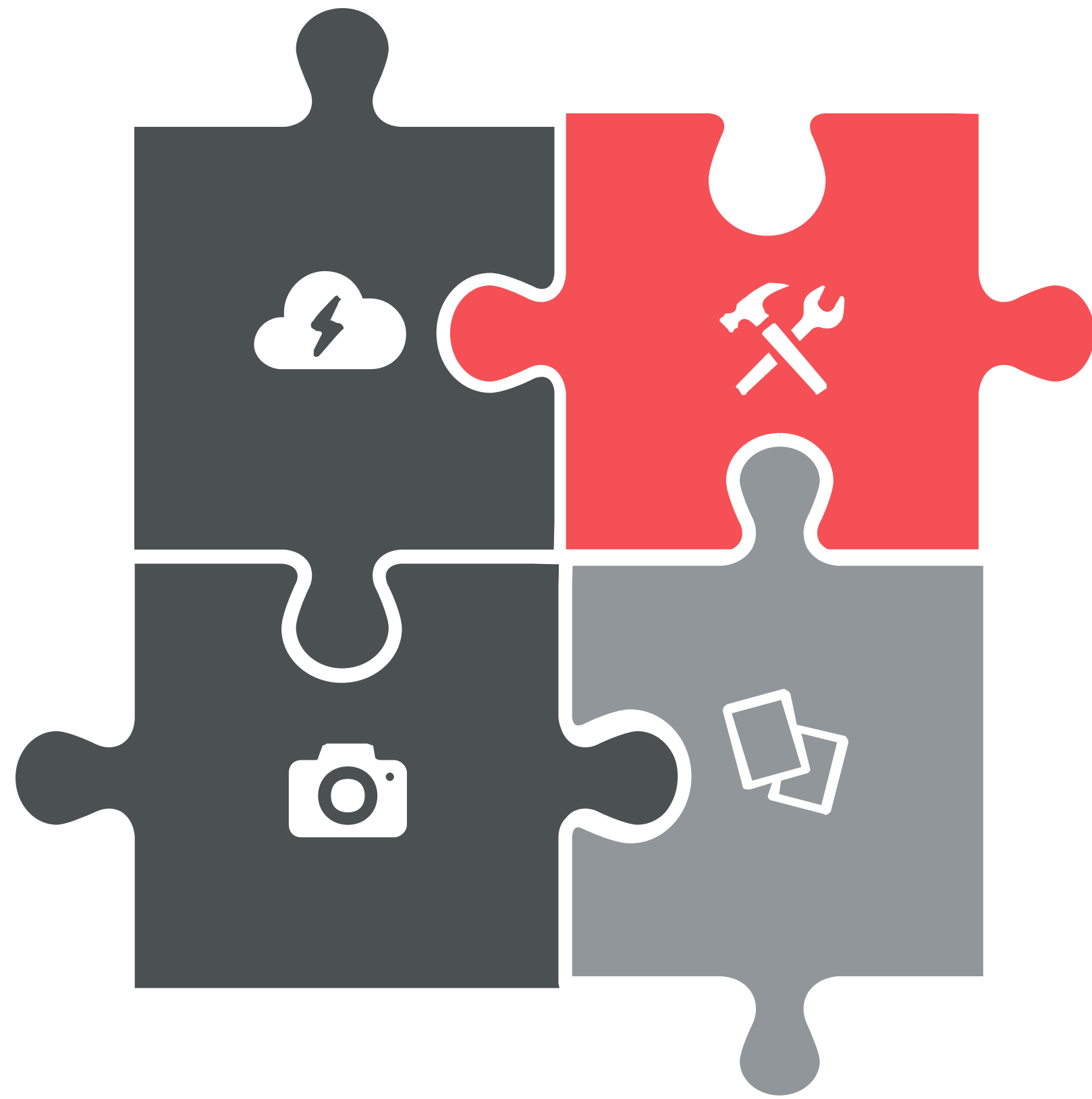
You can make up
to 180k a year
supervising a meat
packing plant.





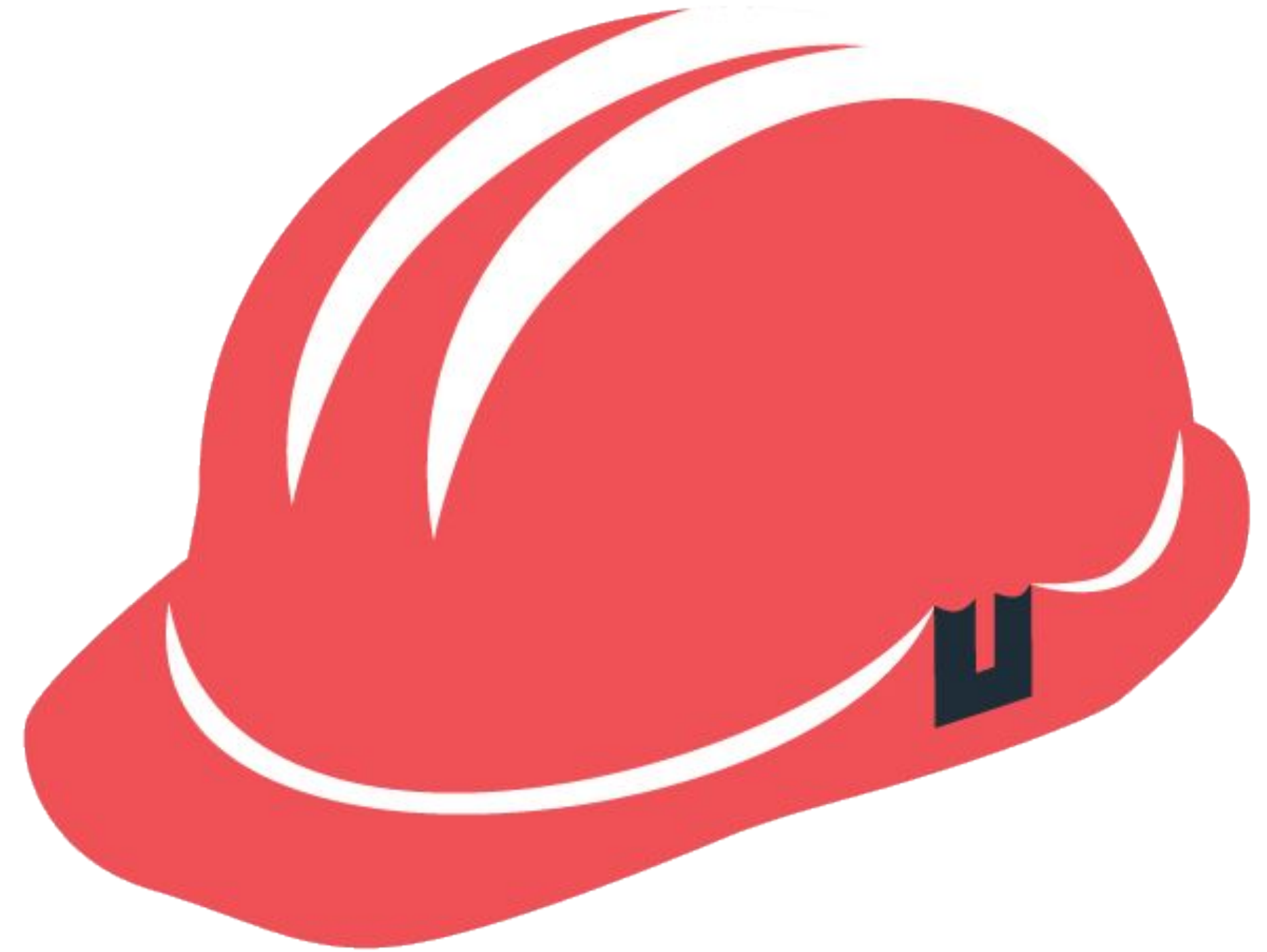
It's hazardous, hard
work but can be
incredibly profitable.

ZEROED IN ON THE COMPANY VALUES



“Our value is
in our values.”

**Eliminate Brand
Equity** IN markets
wherein we
needed to recruit.



WORKER CHARACTERISTICS



John and Jane Doe

Grew up in rural area

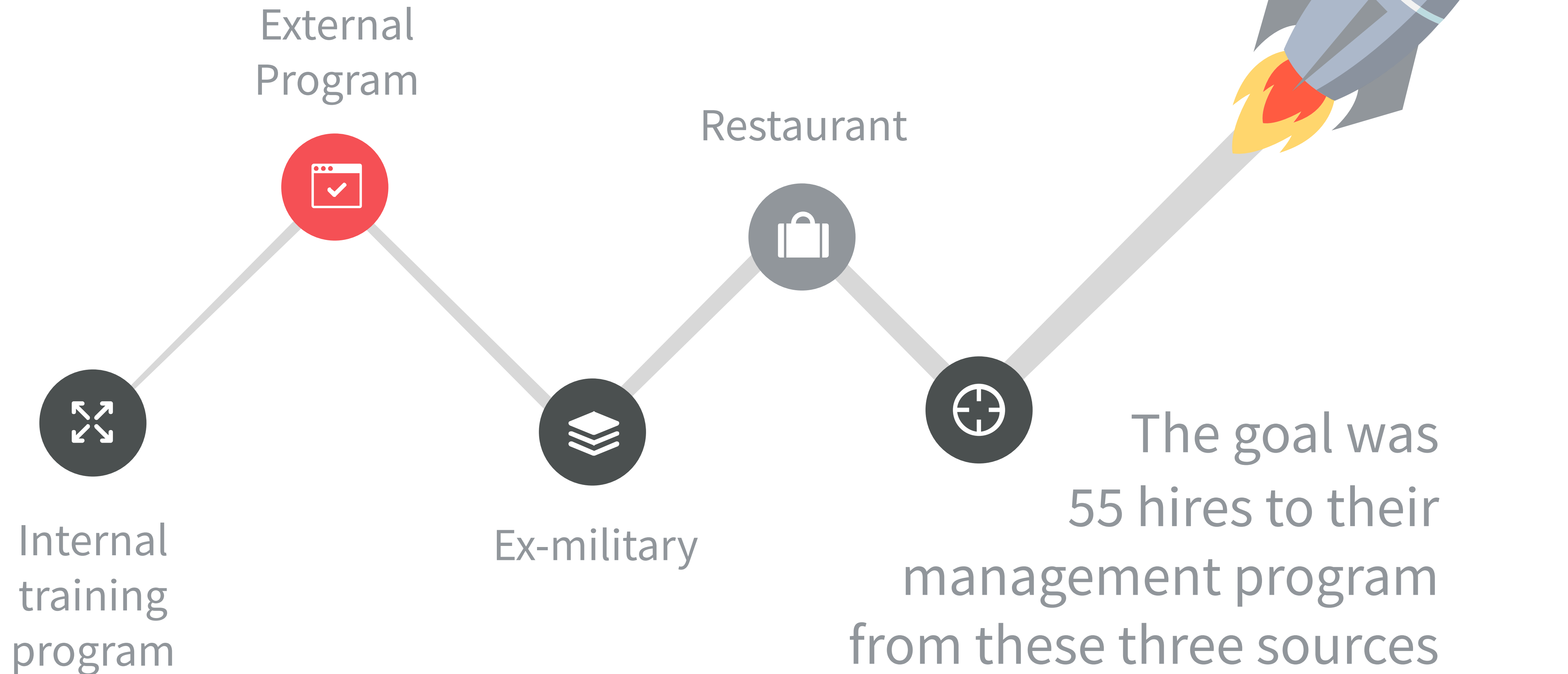
Used to the idea of farming or small town life

Education

“Get back to the farm”

NOT JUST CAMPUS RECRUITING...

RISE THROUGH THE RANKS INTERNALLY





Spotify advertising



Sponsoring groups

Create custom
content for
university faculty



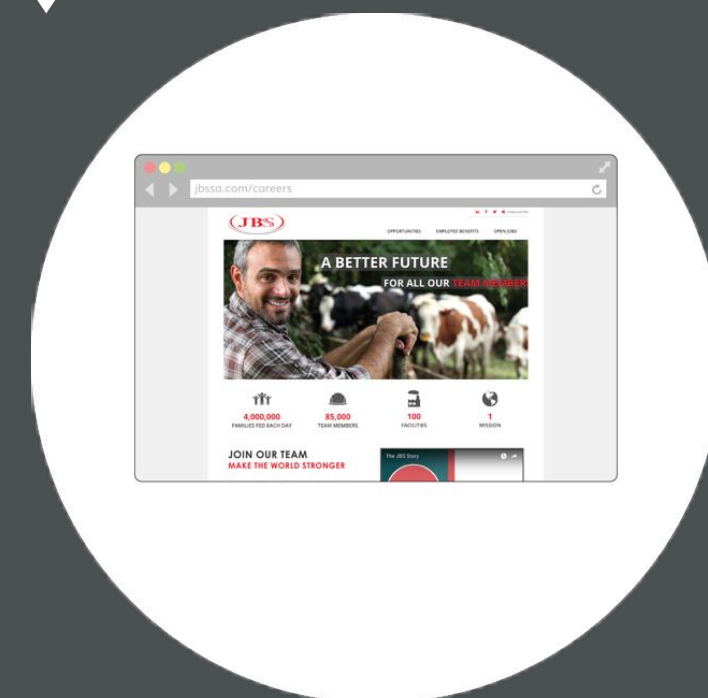
Advertise
off-campus





**Create custom
content for
university faculty**

Spotify advertising



**Advertise
off-campus**

Sponsoring groups



MISTAKES

Assuming mobile was an option

Streamline the logos into one cohesive brand

Gender diversity

Never got their ATS switched



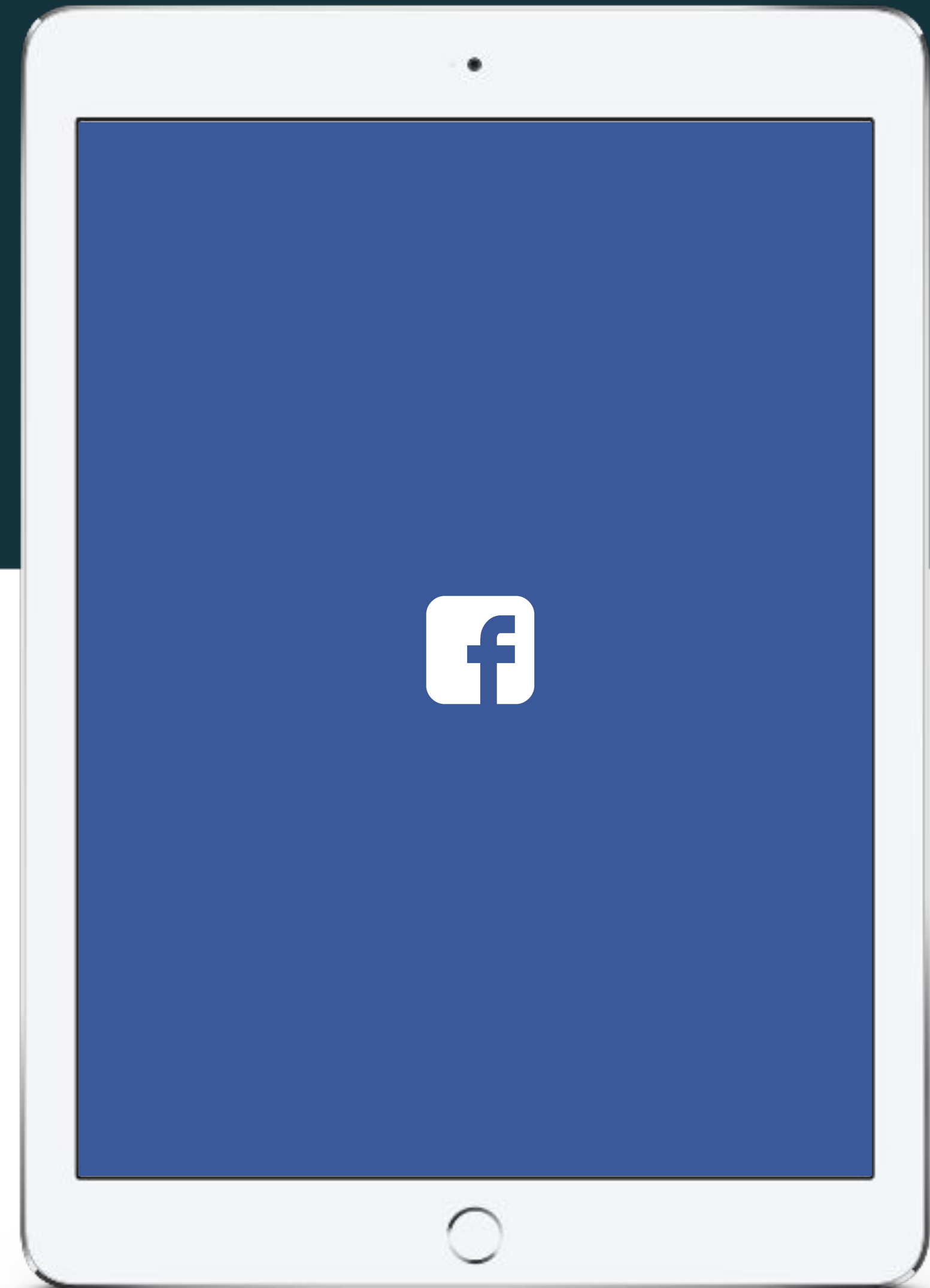


CASE STUDY: #2

A TOUGH BUSINESS BUT OUR NEXT COMPANY WAS DOING IT RIGHT

Staffing agencies

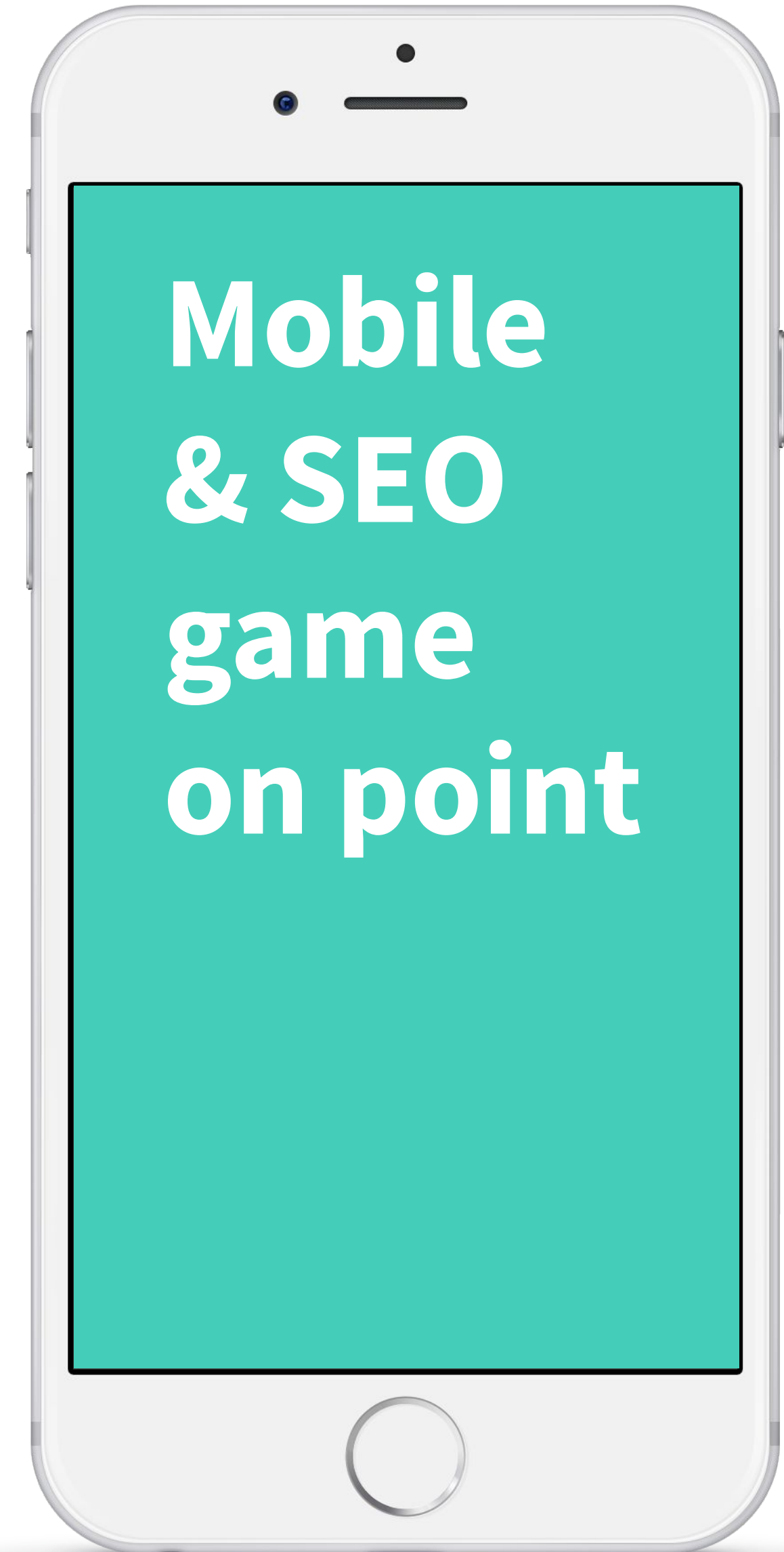
Negative reviews on their
Glassdoor and Facebook



A white smartphone is shown from a front-facing perspective. The screen is a solid blue color and displays white text. The text is arranged in six lines, with the first four lines being in a larger font size than the last two. The phone's top bezel is visible, showing a small circular camera lens and a horizontal speaker grille.

**Build up
their
Facebook
presence
and start
seeing
referrals**

NEVER outspend
the really large
recruiting agencies



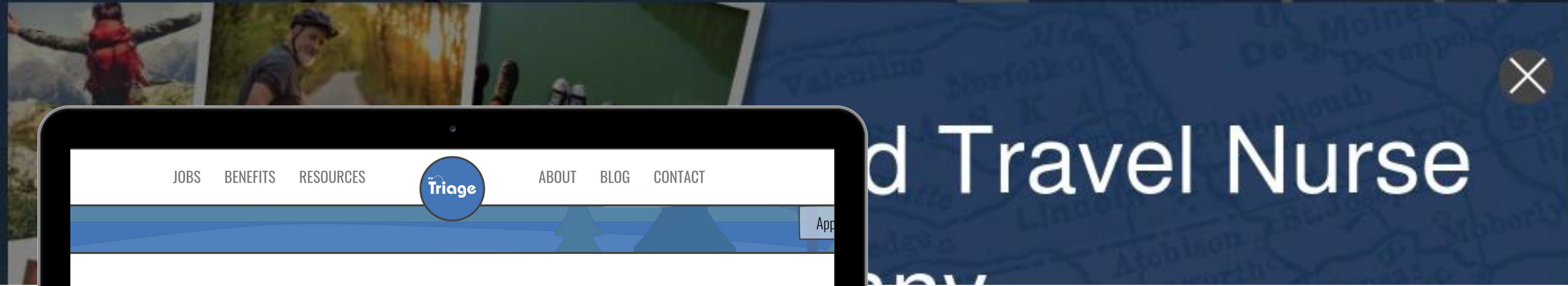
**No time or
budget left to
rebuild the site**

Created incentives
for social &
crowdsourced reviews





**We also used
design and
content to help
bolster the truly
cool things**

[JOBS](#)[BENEFITS](#)[RESOURCES](#)[ABOUT](#)[BLOG](#)[CONTACT](#)[Apply Now](#)

Open Jobs

A world of opportunity is waiting for you. Use the drop-down fields below to search for jobs that match your profession, specialty and desired locations.

Any Profession ▾

Any Specialty ▾

Any Location

SEARCH NOW

You may select multiple locations

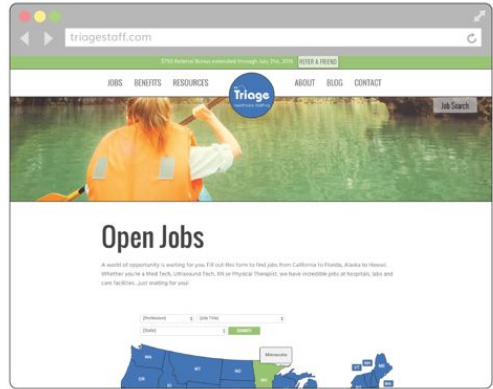
"Triage Staffing is unusual as it is about honesty and integrity, both qualities that Triage exemplifies. I have enjoyed my travels with Triage immensely but I value their work ethics more. Only a small percentage of companies offer these qualities, so I feel privileged to work for the distinguished company that Triage has been since its inception. I am proud to be one of Triage's many travelers!"
-Cheryl, RDMS

d Travel Nurse

Launched a new website

Created a feel modeled
after AirBnB

Created a backend
intranet for their travelers



**Monthly
social campaigns**

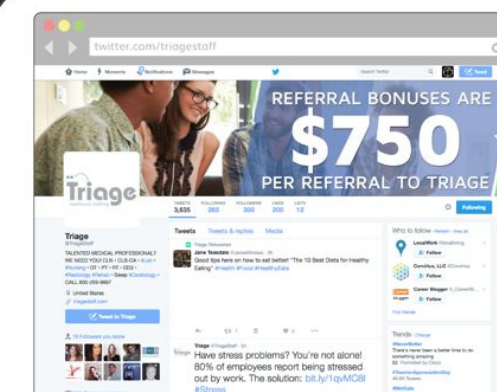


**Referral
bonus program**

**New website
and intranet**



Twitter chats





Memes/Videos



**Superhero
Campaign**



Facebook Referral

MISTAKES

Florence Nightingale

Keeping focus around campaigns

Superimposing my taste on the client

Not asking for more internal social assistance





CASE STUDY: #3

**I thought
it would
always just
be me**



**Today
we're just
under 20**



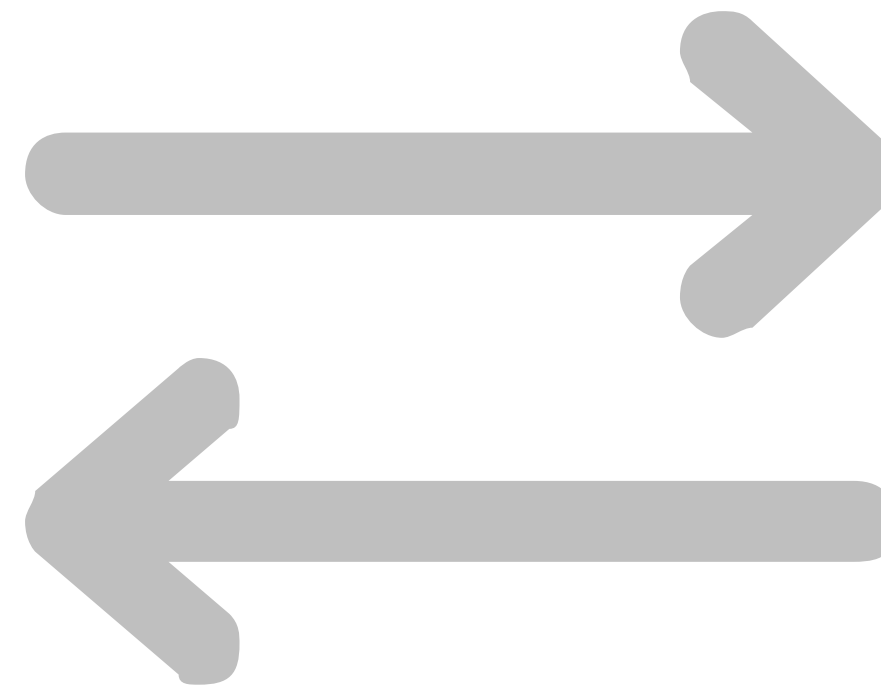
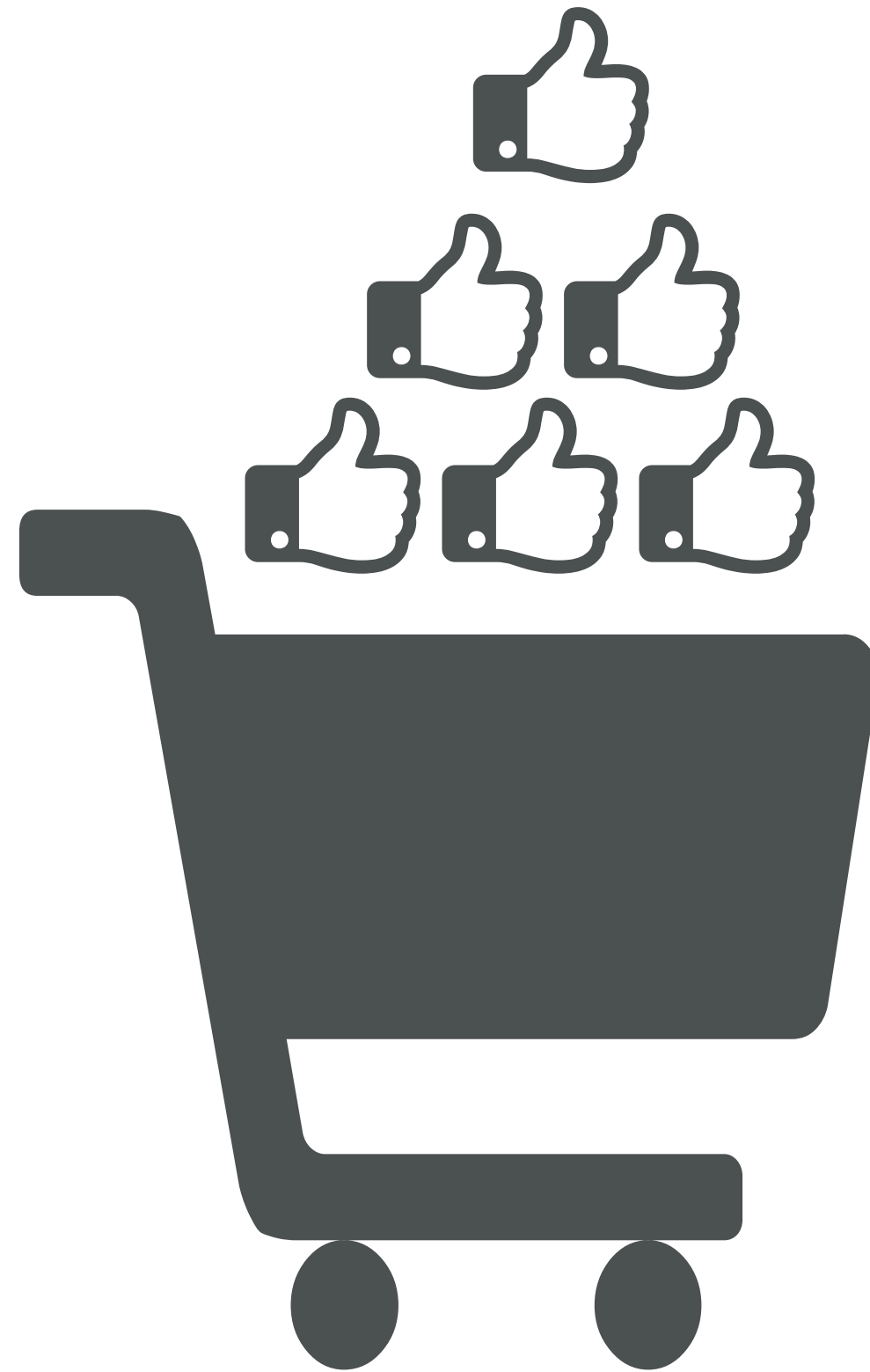
**I didn't
actually know
what I was
talking about**

**I initially
didn't want
to recruit
anyone I
didn't know**

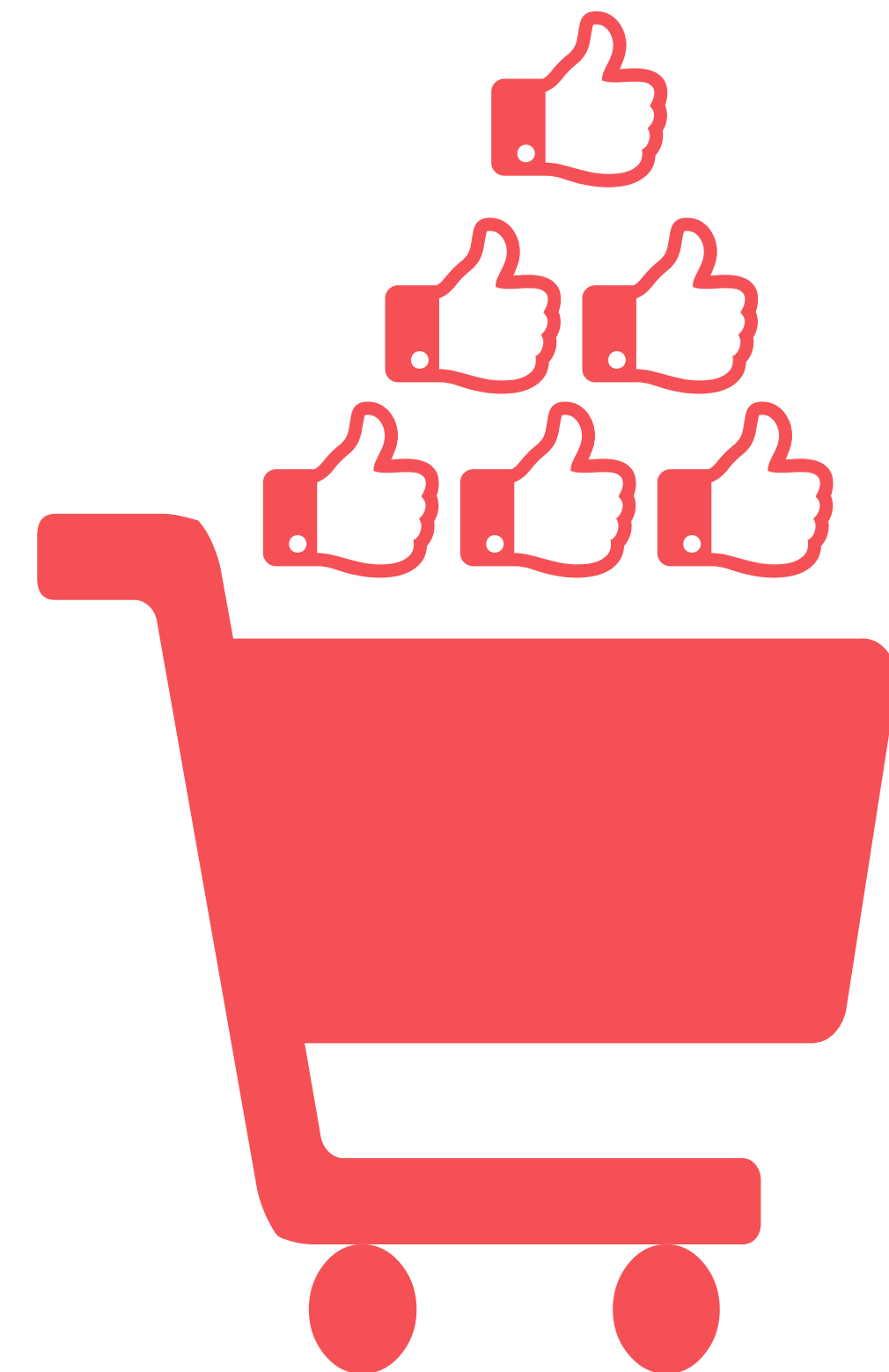


IT WAS A PAIN

Not having the bandwidth to
scale candidate experience



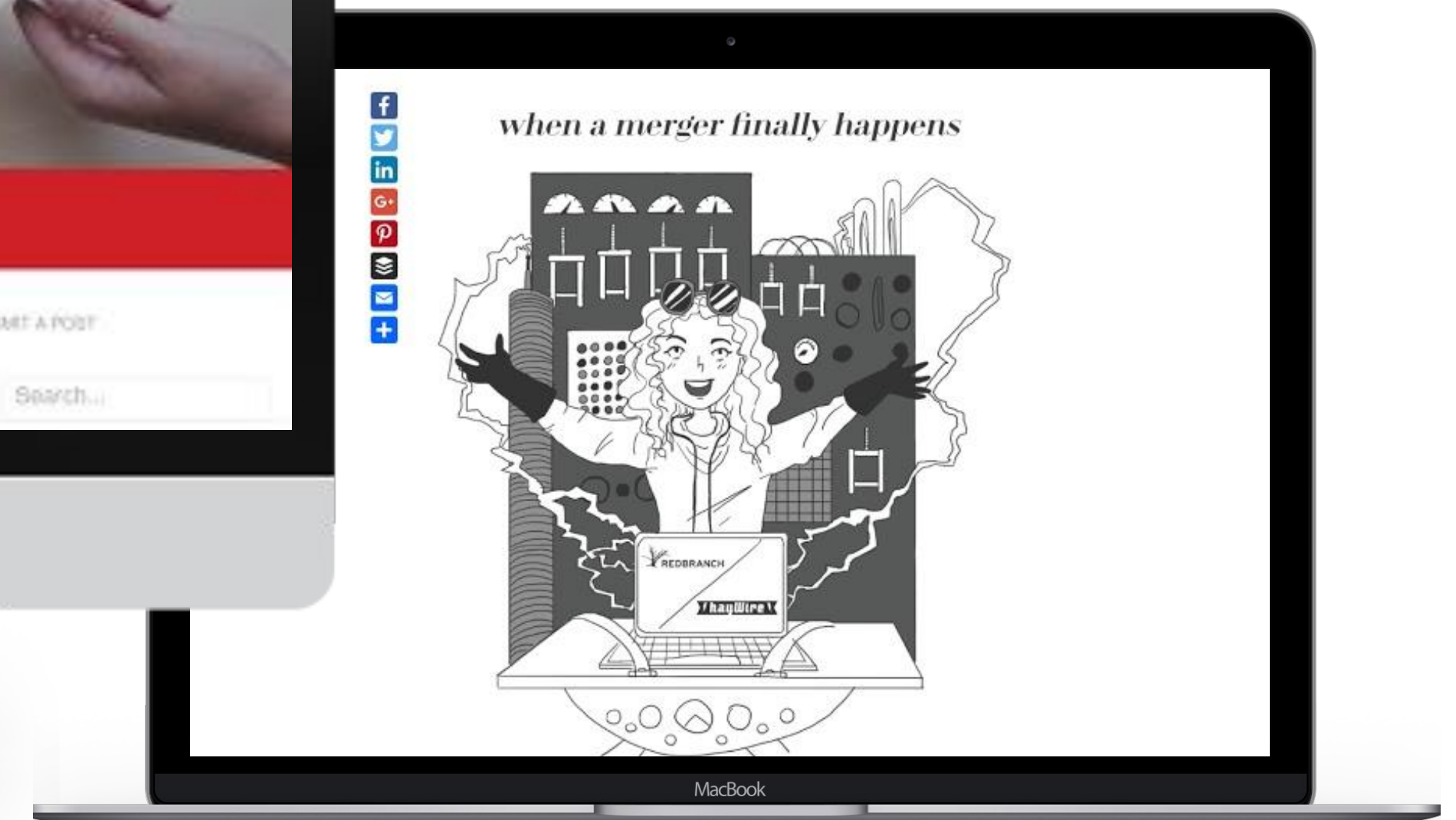
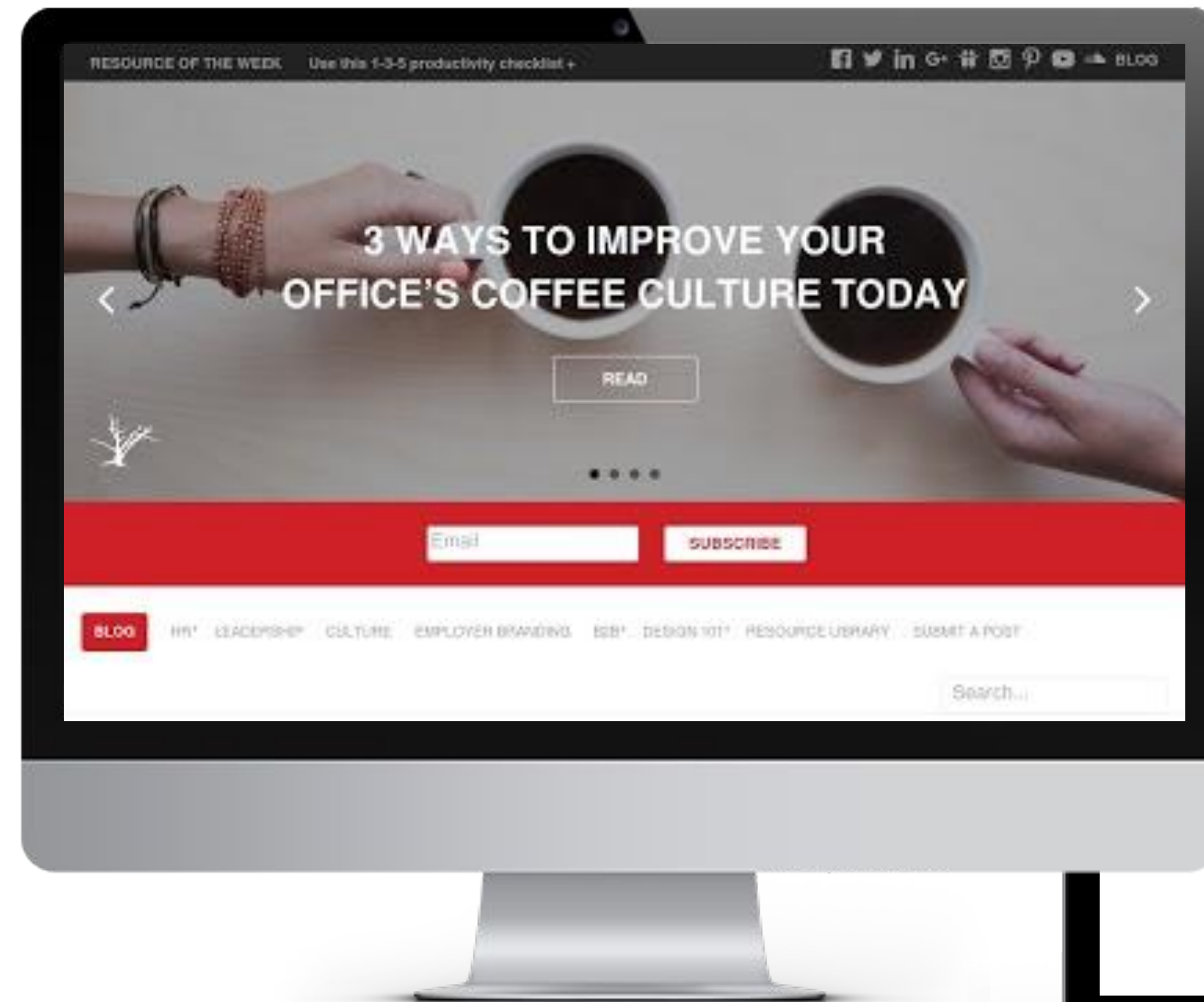
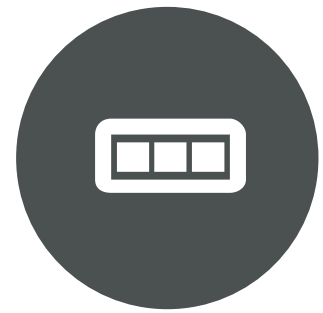
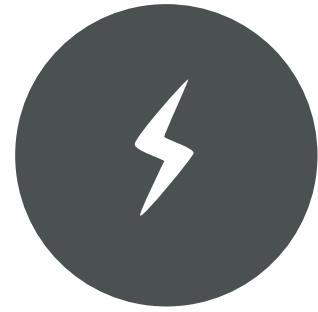
Just as important as getting the
right person was letting down
the wrong fit candidates



TODAY, EMPLOYER BRANDING MEANS

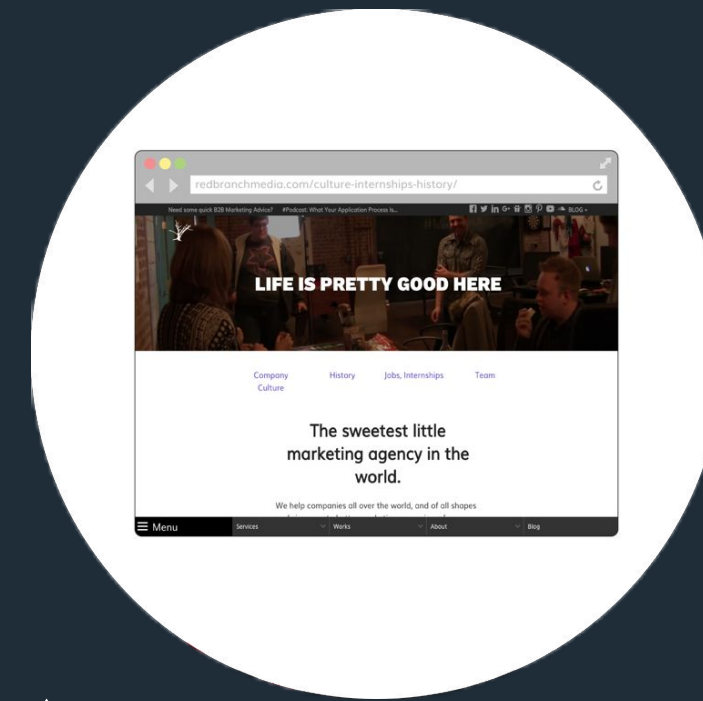
Articles

Cartoons





**A comprehensive
performance mgmt**



**We use Recruiterbox
as an ATS**



**We started
using assessments**



**We created
a culture page
(rather than just jobs)**





**Old-fashioned
sourcing**



**Creating employee
ambassadors**

**We also
use Looksharp**



**Interview
assignments**



MISTAKES

Hiring everyone

Assuming people can lead by osmosis

Letting ego get in the way of a healthy exit

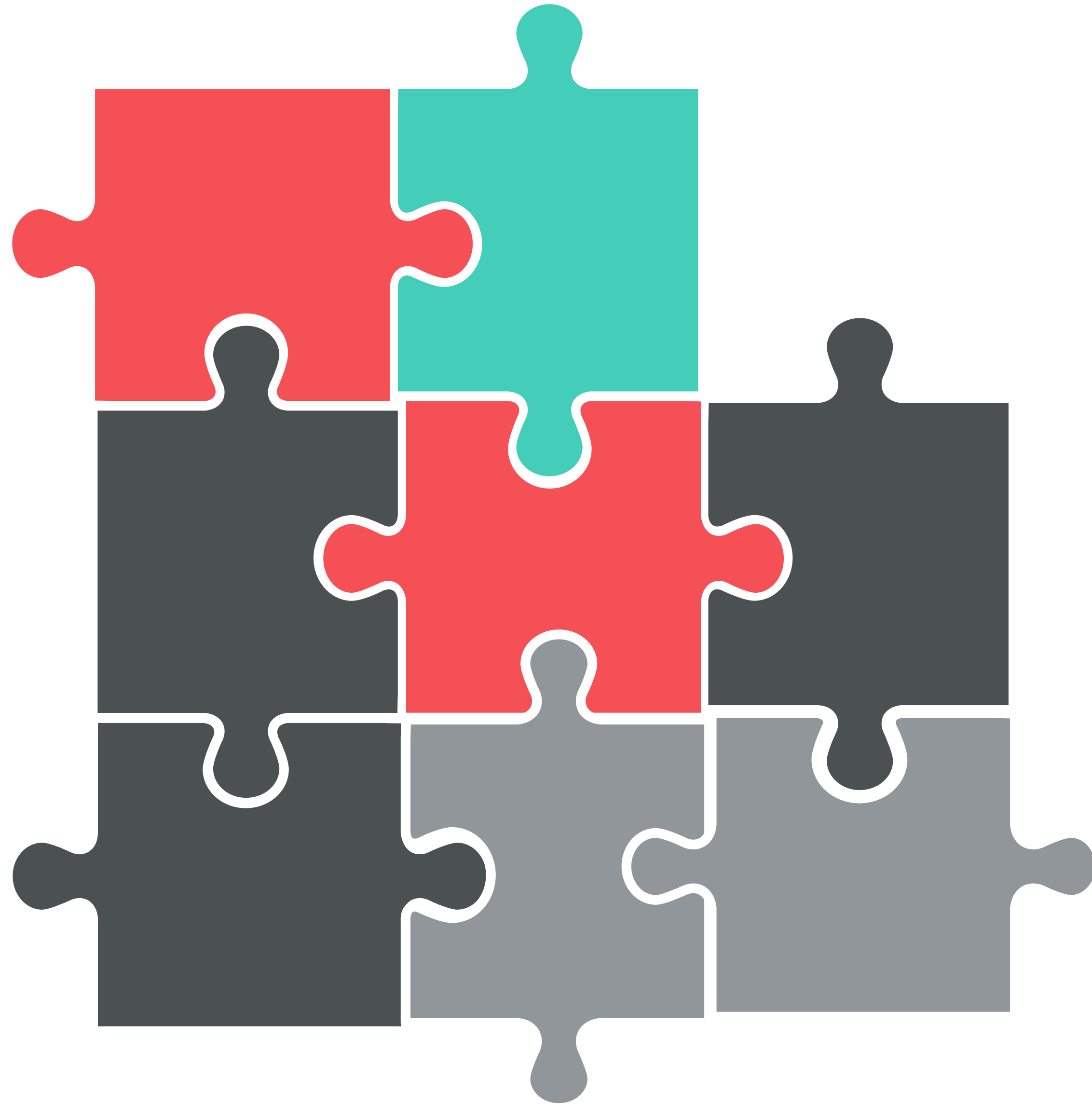
Messing up candidate experience more than once

Not using social to hire

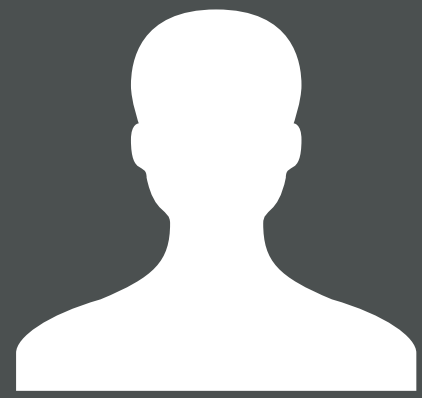


**TODAY,
we're going
through a merger
and acquiring new
team members**





There is no
one-size-fits-all
approach for
Employer Branding



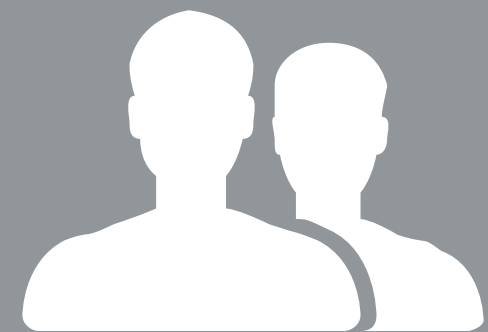
Why would someone want to work for you?



What is our UNIQUE value proposition?



How do candidates SEE us? (do they see us?)



Are we addressing the needs of CURRENT employees?



What percentage of your employees would recommend your company as a great place to work?



**Listen closely to the
experts but apply common
sense to what they say.**