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
Headquartered in Brazil

“many open positions that required a specialized degree.”

Acquisitions & mergers

A career in meatpacking
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

- 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

The goal was 55 hires to their management program from these three sources:

1. Internal training program
2. Ex-military
3. External Program

Restaurant
Create custom content for university faculty

Spotify advertising

Advertise off-campus

Sponsoring groups
Sponsoring groups

Spotify advertising

Create custom content for university faculty

Advertise off-campus

I FED THE WORLD TODAY. WHAT DID YOU DO?
Streamline the logos into one cohesive brand
Gender diversity
Never got their ATS switched

Assuming mobile was an option
CASE STUDY: #2
A TOUGH BUSINESS
BUT OUR NEXT COMPANY WAS DOING IT RIGHT

Staffing agencies
Negative reviews on their Glassdoor and Facebook
NEVER outspend the really large recruiting agencies.

Build up their Facebook presence and start seeing referrals.
SEO Unfriendly website with a mirror mobile site

Mobile & SEO game on point
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
Launched a new website

Great Features:

iPad Mockup

Your great subtitle goes here

Created a feel modeled after AirBnB

Created a backend intranet for their travelers
Referral bonus program
Monthly social campaigns
Twitter chats
New website and intranet
| Florence Nightingale | Keeping focus around campaigns | Superimposing my taste on the client | Not asking for more internal social assistance |
CASE STUDY: #3
Today we’re just under 20

I thought it would always just be me
I didn’t actually know what I was talking about.
I initially didn’t want to recruit anyone I didn’t know.
Not having the bandwidth to scale candidate experience

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

IT WAS A PAIN
TODAY, EMPLOYER BRANDING MEANS...
We use Recruiterbox as an ATS. We started using assessments. A comprehensive performance mgmt. We created a culture page (rather than just jobs).
Creating employee ambassadors

Old-fashioned sourcing

Interview assignments

We also use Looksharp

Creating employee ambassadors
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
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.