



Employer Brand eBook

10 Must-Haves for Your Employer Brand

Introduction

The concept of an employer brand refers to the reputation of the organization as a place of employment. Your employer brand sets you apart from other companies competing for the same talent.

One of the biggest challenges in the recruitment process is persuading candidates that your organization is a great place to work. The best talent has plenty of options, so differentiating your organization is critical. The time to start thinking about positioning your company as a great employer is long before you ever post a job or interview a candidate.

3 reasons to invest in your employer brand:

1

Lowers your cost to attract candidates

2

Differentiate from your competition

3

If you don't manage your brand, others will define it for you

Why Your Employer Brand Is Important?

Employment branding forms the foundation for an effective recruiting strategy and can make a significant difference in winning the war on talent.

A strong employer brand aligns with your business, culture and reputation. It gives job seekers and candidates a realistic and authentic preview of working at your company.

1 Attract the Best Talent

Making your brand stand out is essential in a competitive job market.

2 Reduce Recruitment Costs

Easier and cheaper to hire candidates.

3 Improve Employee Retention

A strong employer brand reduces attrition.

Interesting Stats:

69%

of Americans would not take a job with a company that had a bad reputation, even if they were unemployed

84%

would consider leaving their current jobs if offered another role with a company that had an excellent reputation. Most people would only require a **1 to 10% salary increase** to consider such a move.

Useful Tools Included

3 Reasons to Invest in Your Employer Brand	p. 2
Diagram to Assess Internal and External Sources	p. 8
5 Tips to Developing Your Employer Value Proposition	p. 10
3 Tips for Visual Branding	p. 14
8 Tips for Creating a Stellar Employer Branding Video	p. 15
Top 5 Employer Branding Videos	p. 15
How to be Featured on Glassdoor's Best Places to Work List	p. 23
5 Tips to Crafting a Powerful Job Description	p. 25
Checklist to Selecting an ATS	p. 27


STEP 1

Get Input


STEP 1

To develop a credible employer brand, a company must be aware of its reputation as an employer. There are several ways to solicit input on working conditions, leadership, benefits and culture from employees.

Internal Resources:



Employee opinion surveys



New hire surveys conducted at different milestones (30/60/90 days)



Informal employee meetings



Formal step interviews



Exit interviews

STEP 1

Organizations can also use external resources to collect unsolicited feedback about the company. For example, companies with an employer account on Glassdoor have access to reporting and analytics on reviews and ratings, as well as benchmarks against the competition.

work life balance
start your career
client
global network
different industries
good training
salary
experience
good career
learning
knowledge sharing
consulting
challenging work
project
clients
work from home
projects
skills
flexible work
core values
good com

PROS

career counselor
consulting
career path
projects
skills
annual review
performance
pay
promotions
pigeon holed
promotion process
client
difficult
career growth
type of work
clients
experienced hires
onsite opportunities
politics
salary
travel
poor work
lack of work
not competitive
hard work
career progression
senior management
compensation
long hours
experience
project

CONS

STEP 1

Both internal and external feedback must be taken into consideration when defining your employer brand.

Assessment Diagram:

Internal:

- Employee opinion surveys
- New hire surveys
- Informal employee meetings
- Exit interviews

External:

- Employee reviews
- CEO rating
- Company rating

STEP 2

Define Your Employer Brand

STEP 2

A company's employer brand communicates why the company is an attractive place to work. It is important to carefully define it before rolling it out externally.

Creating or re-defining an employer brand isn't an easy task. It takes deep knowledge of the business and its mission, vision and values.

By soliciting feedback both externally and internally, organizations can shape their brand so it is both authentic and compelling to candidates and employees.

Tips and Tricks to Developing Your Employer Value Proposition (EVP):

1

Get buy-in from senior leadership

2

Solicit feedback from employees

3

Define "Why Work for Us?"

4

List the 5 key ingredients that make up your employer brand

5

Connect EVP with goals to attract the right audience

STEP 2

Enterprise Rent-A-Car Segments Their Employer Brand to Target the Right Talent

The screenshot shows the Enterprise Rent-A-Car profile on the Glassdoor website. At the top, there's a navigation bar with links for Jobs, Companies, Salaries, Interviews, and Write a Review. Below this is a search bar with fields for Company Name and Location, and a Search button. The main header features a large photo of four smiling employees in business attire, with the Enterprise logo on the left and a 'GO' button on the right. Below the header is a tabbed interface with options: Overview, Salaries, Reviews, Interviews, Jobs, and More. The 'Overview' tab is selected, displaying the company's profile. The profile includes a small photo of an employee, the company name 'Enterprise Rent-A-Car', a 3.0 star rating from 1,994 reviews, and a list of key facts: Website (www.go.enterprise.com), Headquarters (Saint Louis, MO), Size (5000+ Employees), Founded (1957), Type (Company - Private), Industry (Travel & Tourism), and Competitors (Avis Budget, Dollar Thrifty Automotive, Hertz). A detailed description follows, stating that Enterprise Rent-A-Car is an internationally recognized brand known for low rates and outstanding customer service, with over 6,000 neighborhood and airport locations in the U.S., Canada, the U.K., Ireland, Germany, France, and Spain. It also mentions that Enterprise Rent-A-Car is part of a portfolio of rental brands operated by Enterprise Holdings. To the right of the profile, there's a 'Connect With Us' section with social media icons for Twitter, Facebook, LinkedIn, YouTube, and Instagram. Below this is a section titled 'Enterprise Rent-A-Car Jobs' with a search bar and a list of job openings: Vehicle Service Attendant Truck Rental Mount Prospect (Enterprise), Enterprise Rent-A-Car - North Chicago, IL, Part Time Sr. Customer Assistance Representative Waukegan (Enterprise), Enterprise Rent-A-Car - North Chicago, IL, Part Time Sr. Customer Assistance Representative Deerfield (Enterprise), Enterprise Rent-A-Car - North Chicago, IL, Part Time Service Agent (Car Detailer) Evanston (Enterprise), Enterprise Rent-A-Car - North Chicago, IL, and Management Trainee Waukegan Highland Park. At the bottom left, there's a video player titled 'Enterprise Rent-A-Car Video - "Enterprise Rent-A-Car Employees "GO Video".mp4"'. A small note at the bottom right says 'Provided by employer [?]'.

Background

A perfect example of segmenting a strong employer brand to target college graduates is Enterprise Rent-a-Car. Each year, the company hires more than 8,000 college graduates, making Enterprise the largest college recruiter in the U.S.

Approach

Enterprise segments their employer brand for this audience to communicate clearly defined career paths for entry level employees by highlighting growth and development opportunities through their management trainee program and other professional positions. By showcasing their employer brand and posting their open jobs on Glassdoor, Enterprise successfully engaged college graduate candidates researching what it was like to work there.

Results

This employer branding strategy yielded Enterprise a **130% increase in traffic** on their Glassdoor profile and resulted in almost **850 hires** for their management program.

STEP 3

Bring It to Life
with Photos
and Videos

STEP 3

The saying “a picture is worth a thousand words” has never been more true.

Yes, words and context are foundational elements in establishing a brand identity. But the visual component is the piece that can bring those words to life.

Interesting Stats:

44% of people are **more likely to engage with brands** if they post pictures than any other media.

In this study, referenced by Fast Company, the reasoning stated that images have become our way of sorting through and understanding the huge amounts of data we're exposed to each day.



STEP 3

Tips for Visual Branding:

- 1 Use authentic photos and videos
- 2 Make your culture shine
- 3 Empower your employees to participate

Empower Employees

For companies struggling to establish their visual brand, here's a fun activity that can help. Ask employees to take photos of what the company means to them. Most employees have phones with cameras on them. The results will be interesting, valuable and eye-opening.

With a Glassdoor **Free Employer Account**, you can edit and re-order photos posted by employees

STEP 3

8 Tips for Creating a Stellar Employer Branding Video:

1 Define Your Objective

Are you targeting a specific type of talent or showcasing something specific about your company?

2 Define Your Audience and Channels

Both internal and external.

3 Segment Your Messaging

Stick to one or two themes tops!

4 Be Authentic

Show and communicate what a photo can't.

5 Use Your Own People

Make sure you highlight multiple departments and levels.

6 Keep It Short and Focused

Ideal time is less than 2 minutes.

7 Use Stories to Communicate the Company's Message

More likely to trust words from employees than stats.

8 Use Visual Techniques

Take the candidate through "a day in the life of an employee".

Top 5 Employer Branding Videos

- > Apple
- > Ernst & Young
- > Google
- > Intel
- > Accenture

Interesting Stats:

90%

of Internet traffic is video content. We prefer to click "play" instead of reading a story.

50%

of mobile traffic comes from viewing videos.

STEP 4

Propagate
the Message

STEP 4

No company is perfect. When crafting brand messaging, it's important for companies not only to share their strengths, but also the realities of the workplace. By providing a realistic job preview and being authentic about the work environment, job seekers trust the company before they ever apply.

Employee engagement begins during the recruitment process. Candidates benefit from reading reviews from current employees about what it is like to work at the company.

Lithium Technologies

"We think this is a great place to be. But don't just take our word for it. Check us out on [The Muse](#), [Glassdoor](#) or [LinkedIn](#) to hear what others are saying, warts and all."

Glassdoor

"Working at Lithium is like a thrilling ride to a bright future"

Lithium Technologies
Engineering Manager

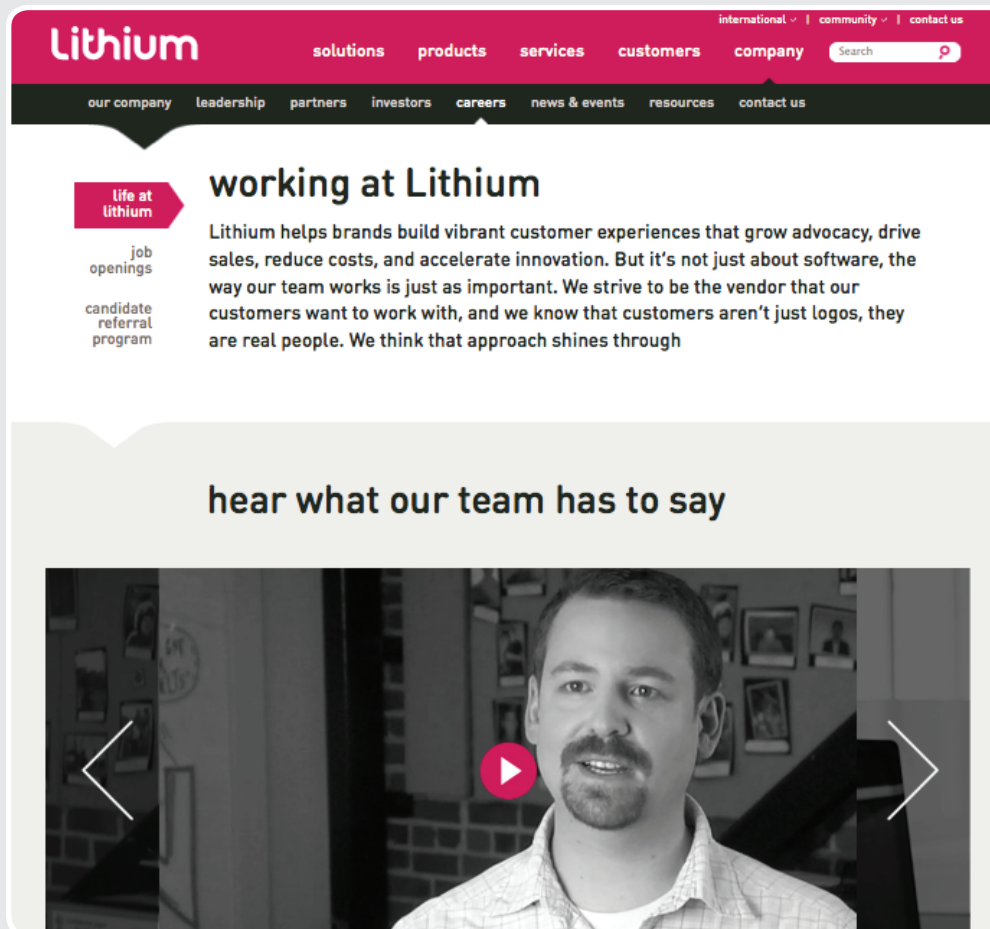
The Muse

"This is not a corporate environment. We're solving interesting and cool problems with cool technology."

Lithium Technologies
Lead Software Engineer

STEP 4

Lithium Builds an Authentic Career Site:



Background

Lithium is a technology company that allows brands to build customer communities across websites, mobile devices and social channels. Their clients include Sephora, AT&T, and The Home Depot.

What Worked

The Lithium career site includes video of team members talking about work and their careers. It shows pictures of the company headquarters, so job seekers can see what the place really looks like. Lithium also has a candidate referral program where non-employees can introduce talented friends and family to career opportunities. A reward of as much as \$5,000 is available.

Results

Lithium has created a brand that appeals to candidates who are a good fit for their culture and effectively encourages existing employees to actively refer candidates they know and respect.

STEP 4

Embrace Mobile and Social:

Social and mobile recruiting are a must for a company's employer brand strategy.



Interesting Stats:

OVER **90%** of adults use a **mobile phone for recruiting**

OVER **90%** of companies are using **social media for recruiting**

STEP 4

St. Dominic's Hospital Embraces the Power of Social Media:



Background

St. Dominic's Hospital wanted to get their message out to a broad audience and decided that having a presence on Facebook was the best way to proceed.

What Worked

Their Glassdoor Facebook career profile includes job openings, a history of the hospital, the company benefits package and pictures of the facility.

Results

Giving a realistic preview of the hospital and working environment has resulted in a terrific return on investment. Over a five month period, St. Dominic's Hospital **hired four medical professionals via Glassdoor, saving close to \$40,000** in recruitment fees.

Using mobile and social to amplify your employer brand can not only bring you quality candidates but save the company money.


STEP 5

Community Recognition


STEP 5

3rd Party Validation Is Key


Whether you are a best place to work or a top company for career opportunities, having a shiny plaque or news article to showcase to candidates is persuasive.



Industry Associations



Local Community Events



Chambers of Commerce



Media



Awards

STEP 5

To be considered for Glassdoor's Best Places to Work list, here are some easy steps to follow:

1 Update Your Company Profile

You can do this with a Free Glassdoor Employer Account.

2 Encourage Employees to Share a Review

To be eligible, a company with 1,000 or more employees must receive at least 50 approved company reviews, and a company with between 250-999 employees must receive at least 20 approved company reviews.

3 Post Your Company Photos

If selected for the award, your company photos will be featured and your organization will be included in media coverage.



STEP 6

Craft a Powerful Job Description

STEP 6

5 Tips to Crafting a Powerful Job Description:

1 Don't Try to Re-Invent the Wheel with Your Job Title

Make sure your job title is in line with industry searched terms. Avoid things like “Rock Star Developer Wanted” and instead use “Senior Java Developer”—that’s what job seekers are searching for.

2 Use Relevant Keywords to Help SEO

Putting the job title and similar key words in the job description will ensure that the job is relevant when candidates search.

3 Make Your Job Descriptions Standardized & Concise

While it may seem creative to make them sound unique, having a standard list of requirements, qualifications, years of experience and roles/responsibilities is most effective.

4 Give Job Seekers a Full Picture of the Role

Indicate how the job functions within the organization and who the job reports to, while also including overview of benefits, salary, schedule and any other perks.

5 Alter the Mission Statement to Target Candidates

While it may seem creative to make them sound unique, having a standard list of requirements, qualifications, years of experience, and roles/responsibilities is most effective.



STEP 7

Optimize the Candidate Application Experience

STEP 7

Ensure the Candidate Application Experience Is Seamless

Candidates expect online job applications to be simple and straightforward. If you make it difficult to apply, it reflects poorly on your company.

Candidates Get the Wrong Impression When:

- 1 The application process feels disconnected.
- 2 Application is cumbersome or hard to navigate.

Checklist to Selecting an Applicant Tracking System (ATS):



Features that allow job seekers to easily apply and share jobs



Social and mobile integration



Reporting and tracking capabilities

STEP 7

Once a company implements an ATS, to truly take advantage of everything the system is capable of, it's essential to align the system with the company's employer brand. At first glance, the system should have the look and feel of the company. This includes colors, logos, and writing style.

Many applicants become frustrated using an ATS because it appears their application has been lost in the system. Companies have a real opportunity to set themselves apart by optimizing their ATS to effectively communicate with candidates during the recruiting process.



STEP 8

Turn Employees
into Brand
Ambassadors

STEP 8

Employee referral programs continue to be an important and valuable component of a company's recruiting strategy and serve to reinforce the employer brand.

Riverbed Technology

Riverbed Technology is an application performance company and winner of Glassdoor's 2013 Best Places to Work award. The recognition is based on the employee reviews on Glassdoor. Riverbed has a strong employee referral program and their employer brand is highlighted in the positive reviews on Glassdoor.

"If you're looking for a company where you can make a difference, this is one."

"Fair pay, they treat us like adults, very respectful environment."

"Really talented people who are excited about what they do."

"Exciting challenges, great brand, and smart people."



STEP 8

Subject: Happy Anniversary—Tell us about your first year!

Congratulations and we hope you have enjoyed your first year at SolarCity – That's a huge milestone!

We have partnered with Glassdoor to show why SolarCity is such a great place to work to potential candidates. Glassdoor is a website that features candid comments from current & former employees.

Please post a review—your experiences here will help other candidates understand what working at SolarCity is all about. By writing a review, you increase awareness of our company values, strengths, and opportunity areas. Please take a moment to share with us your knowledge of the SolarCity company culture. Your feedback is much appreciated.

The review takes less than 2 minutes!

[Click here to write your anonymous review!](#)

Thank you & congratulations again!

**Solar City
Empowers Employees**

FEEDBACK 



STEP 9

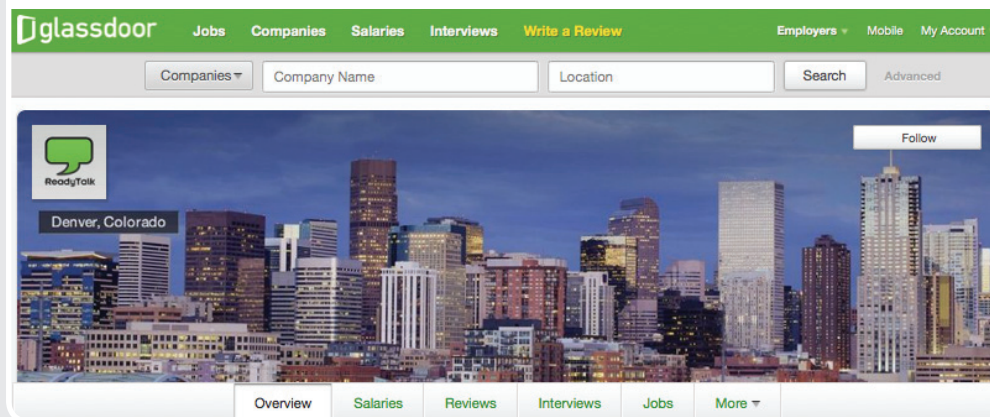
Build a Candidate Pipeline

STEP 9

Regardless of your industry, every organization has a position that requires a unique skill set. The unique skill could involve an educational degree or specific industry experience. When an opening exists for one of these specialized positions, it's essential to have a pipeline of candidates ready. Your employer brand makes that happen.

Once you have your employer brand message well defined, post your jobs and drive candidates to apply!

ReadyTalk Builds a Candidate Pipeline



Background

ReadyTalk provides audio and web conferencing services that are affordable and easy to use. Their brand promise of quality and simplicity isn't only for customers, it applies to applicants as well. As one of the top ten companies to work for in Colorado, ReadyTalk works aggressively to give candidates an inside look at the company.

Why It Worked

This recruitment strategy has paid off specifically when it comes to engineers. Katie Green, talent acquisition manager at ReadyTalk, says engineers share how easy it was to find the company using the search functionality in Glassdoor. In addition, ReadyTalk used Glassdoor's JobAds product to get their job openings in front of the right candidates. Since working with Glassdoor to increase brand awareness, Ready Talk has seen a **209% increase in pageviews** and built a steady pool of engineering applicants.

Results

ReadyTalk found that when openings were posted on Glassdoor, candidates could find and apply for positions faster. This was a huge benefit to the company because there's nothing worse than senior leadership feeling the recruitment process is holding the company back. Creating a community of interest not only grows your employer brand but makes engaging with candidates easier.

STEP 9

Monitor and Measure Your Effectiveness

STEP 10


Employer Brand Measurement

Organizations use different metrics for determining how their employer brands stack up.


Most Common Metrics:




Retention Rate




Employee Engagement



Quality of Hires



Cost Per Hire



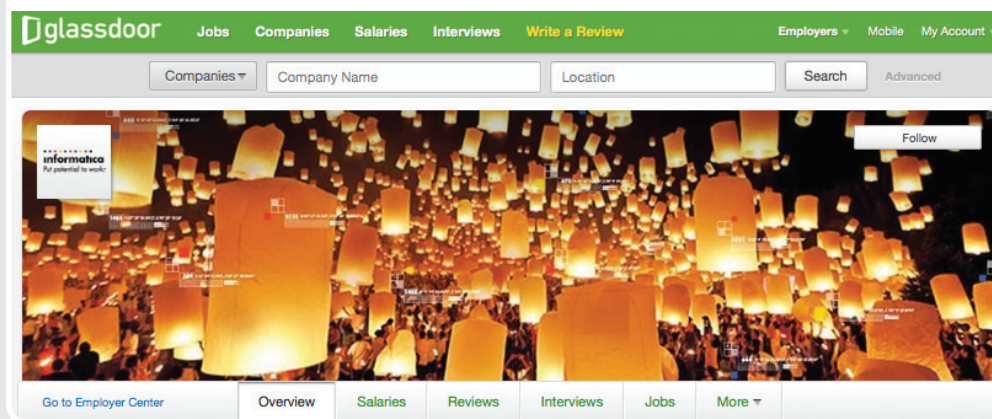
Number of Applicants

STEP 10

While it makes good business sense to build a strong employment brand, it makes even better sense to show the return on investment (ROI). There are several recruiting metrics that can show the value of branding: cost per hire and company exposure are only two of them.

Marketing professionals are very aware of the significance a strong brand brings to the business. Having a strong employer brand not only brings value in terms of recruiting quality candidates, but it enhances the company brand as a whole.

Informatica Tracks Success



Background

Informatica is the world's number one independent provider of data integration software. Many of their 2,600 employees hold technology positions—a very challenging position to recruit for in Silicon Valley.

Approach

Informatica created a destination career site on Glassdoor, giving applicants an easy way to learn about the company and apply for jobs.

Results

This strategy resulted in a **91% increase in traffic** to their Glassdoor profile and a **\$7,000 decrease in cost per hire**. Multiply the savings by the **six hard-to-fill technical positions** they were able to fill and the ROI is clear.

LET YOUR JOURNEY BEGIN

1 Get Input

Internal surveys, meetings and exit interviews

External tools: Word Clouds on Glassdoor, CEO and company ratings

2 Define Your Employer Brand

Get buy-in from senior leadership

Solicit feedback from employees

Define "Why Work for Us?"

List the 5 key ingredients that make up your employment brand

Connect EVP with goals to attract right audience

3 Bring It to Life with Photos & Videos

Use authentic photos and videos

Make your culture shine

Empower your employees to participate

4 Propagate the Message

On your career site

Through social and mobile

Employee referrals

5 Community Recognition

Third party validation is key

Apply to be on Glassdoor's Best Places to Work

6 Craft a Powerful Job Description

Don't re-invent the wheel with job title

Use relevant keywords

Make it standard and concise

Explain the role and organization

Alter the mission statement

7 Optimize the Candidate Application Experience

Features that allow job seekers to easily apply and share jobs

Social and mobile integration

Reporting and tracking capabilities

8 Turn Employees into Brand Ambassadors

Employee referral programs are important to a company's recruiting strategy

Ask for employee reviews

9 Build a Candidate Pipeline

Define your message, post your jobs, and drive candidate traffic to apply

Glassdoor JobAds can help you target the right audience

10 Monitor & Measure Your Effectiveness

Retention rate

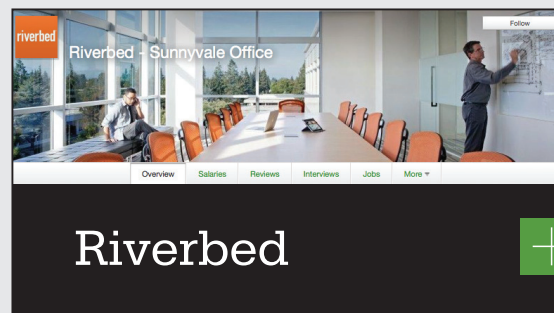
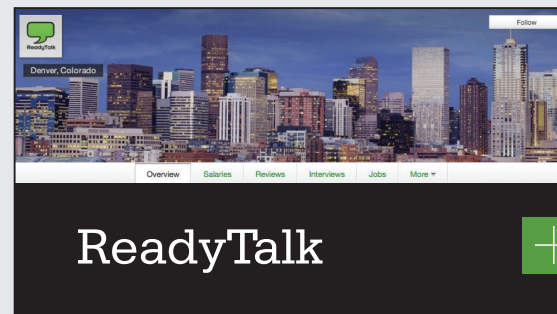
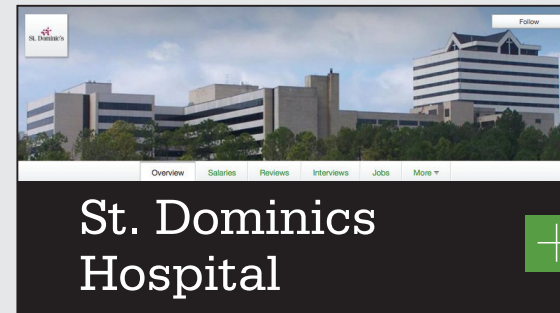
Employee engagement

Quality of hires

Cost per hire

Number of applicants

Throughout this eBook, we've referred to these companies doing it right on Glassdoor:



IT'S EASY TO GET STARTED!



SIGN UP FOR A FREE EMPLOYER ACCOUNT

References and Resources

"Cell phone ownership hits 91% of adults", Pew Research Center, June 2013

"Glassdoor 2013 Best Places to Work Awards", Glassdoor.com

"The Rise of Social Media" by Ekaterina Walter, Fast Company, August 2012

"Online Video Statistics 2013 – Infographic Animation" by Diode Digital, May 2013

"SURVEY: Over 90% of Companies Will Use Social Media Recruiting This Year" by Lance Haun, TLNT: The Business of HR, July 2012

"Americans Would Rather Remain Unemployed than Work for Companies with Bad Corporate Reputations" by Elaine Quayle, HR Daily Advisor, October 2013