

The business owner's guide to
Employer branding



What do you know about employer branding? Is it a cool logo and a punchy strapline, or a secret weapon that supercharges your business?

Let's dive into what employer branding REALLY is, why it matters so much and the benefits of developing a killer employer brand.

What is your employer brand?

It's the perception and reputation of your business as an employer from the outside in. It's what you stand for and the awesome experience you create for everyone - customers, clients and employees alike. It connects your values, strategies and policies with your people.

When thinking about your brand, it's natural to focus on how future candidates view your company and your overall marketability. But it's way more than that.

It's about retaining your current teams just as much as attracting new talent. It's what you want people to say and feel about working for you, so building your employer brand through the entire employee cycle is key.



What are the magic ingredients of an employer brand?

Here's what makes your employer brand truly special:



Engagement:

How involved, enthusiastic and excited your people are about their work.



Culture:

The shared values, beliefs and behaviours that make your business unique.



Performance:

The quality and impact of your teams' work and their contribution to your overall goals.



Reputation:

How your business is viewed as a workplace by everyone - inside and out.

The power of employer branding (good and bad)

Employer branding is not just a marketing strategy, it's a powerful force. However, if it is neglected or mishandled, it can seriously backfire.

If your employees feel negatively towards your business, morale and productivity drop while high absence rates soar. This impacts the service you provide and breeds client dissatisfaction—and this spells trouble for your business.

But when you nail a strong employer brand you have happy, proactive employees who want to contribute and make a difference to your business goals. Productivity levels go through the roof and your teams deliver a top-notch service to your clients. Happy employees? Happy clients! It's as simple as that.

Finally, a strong employer brand will do wonders for your bottom line by boosting profitability and slashing turnover costs.



Building an employer brand

Here are some great strategies to create a strong employer brand:

Define your EVP (it's VIP):

Your Employer Value Proposition is what your business stands for. Highlight what makes you unique, your long-term vision and why people should join - and stay - at your business.

Act on feedback:

Regularly seek feedback from your employees through interviews and informal conversations. Use this feedback to make continuous improvements to your workplace policies, culture and overall employee experience.

Know your internal brand:

Tap into the thoughts of key stakeholders by holding workshops with your senior leadership team, holding focus groups and conducting regular pulse surveys to gather key insights.

Be aligned:

Make sure your employer brand aligns with your values, strategies and policies. Your brand should reflect what you stand for and how you operate daily, so ensure your policies mirror your brand promises and your values shine through the decisions you make.

Cultivate a great culture:

Foster an inclusive, supportive work environment with team-building activities, recognition and praise, with a visible leadership team as a good starter for ten.

Perfect your employee experience:

From competitive pay and reward strategies, dynamic flexible working arrangements to transparent communication, a great overall experience will make people want to come to work.

Invest in development:

Offer continuous learning and career advancement opportunities. By demonstrating a genuine commitment to employee growth, you'll retain the best people and attract ambitious talent.

Showcase Corporate Social Responsibility (CSR):

Highlight your involvement in social and environmental initiatives. A strong CSR presence will attract employees who value corporate ethics and community involvement as much as pay and reward.

Encourage advocacy:

Motivate employees to become brand ambassadors. Encourage them to share their positive experiences on your socials, represent you at industry events and refer potential new candidates from the outside.

Apply your brand everywhere!

Embed your brand into every aspect of your business for maximum impact. From candidate information on your website to an engaging onboarding programme and beyond, regularly update these platforms with engaging content, news and highlights.



Need help?

A strong employer brand is essential for business success, but it's more than just a catchy slogan. It connects your values with your people, creating a unified, motivated and engaged workforce that boosts productivity and elevates client satisfaction.

Partnering with an HR Consultant can help build a rock-solid employer brand by bringing expertise, fresh perspectives and proven strategies to the table.

Ready to power up your employer brand?
Reach out today to discover how we can help!

Get in touch



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