

EMPLOYER BRANDING STRATEGY IN 5 STEPS



1. Set your goals

Get more applicants, get presence, attract talent, reduce time and cost to hire...?

2. Identify your Candidate Persona

Identify the characteristics of your perfect job candidate!

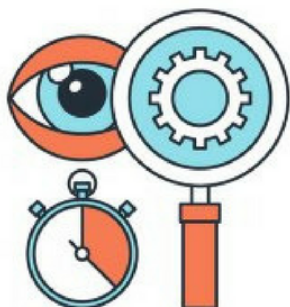


3. Define your Employee Value Proposition (EVP)

What is it your current employees love about you as an employer?

4. Define the channels and candidate touch-points

Where and how will you promote your brand?



5. Measure the results

Measure the results of your strategy and efforts, and adjust accordingly.