

A Key to Success for 2023: Make Employer Branding a Top Priority



Food for thought: you're a business owner who is freshly starting out in the market of selling financial advisory services to clients. You've got excellent service, a competitive pricing strategy, and a solid business plan. But as you look for employees to help you grow your company, you realize that you're getting fewer quality job applicants than expected. It's a competitive job market, and there are other financial service companies, also in recruitment mode, trying to attract top talent.

Now, as you investigate why your company isn't standing out to job seekers, you realize that you need to put more thought into how your company presents itself as an employer. This is where the power of employer branding comes in.

WHAT IS EMPLOYER BRANDING?

At its core, employer branding is about creating a positive image of a company as an employer. It includes elements such as a company's mission and values, employee testimonials, and the overall culture and work environment. Employer branding is distinct from corporate branding, which focuses on promoting a company's products or services.

Have you ever thought that the current job market is too noisy? Employer branding can help businesses stand out from the competition with a strategic approach. Now more than ever, companies must understand that when hiring, candidates will frequently look for employers who share their values, provide a healthy work-life balance, and have a vibrant workplace culture.

HOW TO CREATE AN EFFECTIVE EMPLOYER BRANDING STRATEGY

Creating an effective employer branding strategy involves several key steps. First, companies need to define their employer value proposition (EVP), which is a statement that defines what makes the company unique as an employer. The EVP should reflect the company's mission, values, and culture. Take Nike, for example; their organization communicates to candidates effectively through the following statement, "NIKE, Inc. is a growth company that looks for team members to grow with it. Nike offers a generous total rewards package, casual work environment, a diverse and inclusive culture, and an electric atmosphere for professional development." This example meets all the criteria of a compelling EVP that reflects the organization's mission, values, and culture.

Lastly, prioritizing real examples of employee experiences is key. Consider presenting employee testimonials to reinforce positive company attributes from an employee perspective. Ask employees what they like about working at your company, and use quotes or videos in your recruitment efforts.

Overall, company values, a meaningful mission statement, and employee testimonials are crucial when developing an employer branding plan. These components can be utilized to convey the organization's distinctive culture and work environment to potential employees.

BEST PRACTICES FOR IMPLEMENTING AND COMMUNICATING EMPLOYER BRANDING

Effective communication is key in presenting your company as an attractive employer. Your company's reputation as a great place to work should be communicated clearly and consistently across channels such as social media, company websites, and job postings. Platforms like LinkedIn, Facebook, and Instagram are great places to showcase the company's culture, values, and employee testimonials. As a takeaway, consider posting pictures of your team during moments of community involvement or other events that represent your organization's mission. This will give job seekers a glimpse of what it's like to be a part of your team and help them understand your company's culture and values.

When creating company content, it's important to keep in mind that authenticity is key. Job seekers can spot inauthentic content a mile away, so it's important to be genuine and transparent in all communication efforts. Use real employee stories and testimonials, share company culture, and be honest about the work environment.

The word "consistency" is essential to a company's overall impact on employer branding. A clear and accurate understanding of what it's like to work for the organization can be achieved by consistently communicating the employer brand across all platforms. This includes ensuring that the company's values and mission are regularly reflected in communications, and that the company follows through on its commitments to employees.

MAKE THIS THE YEAR TO EMBRACE EMPLOYER BRANDING

The job market is more competitive than ever, and companies must create and communicate a positive image as an employer. This can help companies attract top talent, retain employees, and build a positive reputation in the community. To ensure successful growth in 2023, companies must prioritize creating and promoting their employer brand. Our team at Excel Partners understands the importance of this and values our clients' hiring needs. We know what today's talent is looking for, and we are dedicated to connecting businesses with the talent they need to meet their organizational goals.

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