

Boost Recruitment with an Employer Branding Strategy

Introduction

The world of work is changing. Savvy recruiters recognize the need to approach recruiting very differently in today's hyper competitive job market.

This guide provides valuable insights and actionable advice on differentiation with employer branding, so you find employees that fit. It covers:

1. The impact of employer branding on recruitment
2. Making your brand stand out
3. End-to-end brand alignment across the candidate journey
4. How technology can deliver employer branding



Find and attract the candidates who **fit your organization.**

A decorative graphic on the left side of the teal header, consisting of several orange and yellow rectangular bars of varying lengths arranged in a circular, sunburst-like pattern, with some bars extending horizontally and others vertically.

1. The impact of employer branding on recruitment

What is Employer Branding?

Employer branding has become a common term used in HR and recruitment, defining:

- A business's reputation as a place to work.
- The employee value proposition offered by a business.

More simplistically using a common branding definition, it's "What people say about you when you've left the room."

While the corporate reputation of a business is how a business is perceived by clients and customers, employer branding is all about how a business is perceived by employees: past, existing, prospective, and future.

Your employer branding is your toolkit for influencing how you are perceived. In the case of effective recruitment marketing, the three all-important and influential stakeholder groups are:

- Candidates
- Colleagues
- Clients/Customers

These three groups—the 3 Cs—help your business to attract, engage, convert, and retain.

They are fluid. They cross-pollinate, with people in each group shifting from one group into other groups. For example, a candidate who doesn't feel you dealt with their application rejection professionally probably isn't going to buy from you. A disgruntled employee is likely to deter other people from applying to join your business.

Your employer branding can be powerful enough to positively or negatively impact your recruitment. And it's also powerful enough to impact your revenue, and your profit margin.

2. Making your brand stand out

Attract the best talent to your organization.



Organizations today have discovered the need for an increased online presence to attract the best-matched talent to their business.

Before we consider methods of potentially increasing online presence, it's always worth a refresher on HireRoad's five pillars for effective and reputationally-grounded recruitment marketing campaigns:

1) Accessibility: How can you help to make the application process as quick and easy as possible for candidates to complete? For example, by streamlining the multiple hurdles potential candidates must jump to sign up to, and log in to job boards

2) Engagement: Are you going out of your way to meet candidates where they are during the recruitment process? Are you keeping them engaged and informed in line with the visions and values of your business?

3) Consistency: Consider, in addition to being consistently visually on-brand, if you are acting just as consistently. Are you regularly reaching out to candidates going through the recruitment process, keeping them in the loop about where the process is up to, and what/when the next steps are? See our brand alignment checklist on the next page for much more on this point!

4) Honesty: How open and upfront are you being about the location of the job, the hours, the salary scale, the targets, the KPI's? These are all important factors to potential candidates. If you're being a bit cloak and dagger about them, why? How is it serving you and your employer reputation?

5) Tonality: Also referred to as 'tone of voice', your communication at every touchpoint of the recruitment process should be true to your brand identity, regardless of the method of communication.

These pillars are also pertinent to your careers website. Increasingly strategically leveraged by progressive employers, the company website shines a light on what makes a business great to work for, such as:

- Key values
- Success stories
- Points of differences from competitors
- Staff perks
- Company progression

A careers website is a vital feature of a recruitment marketing technology stack. As a 'showroom' for your business, it's an aspirational place that potential candidates visit, and engage further based on what they discover inside.

Brand alignment isn't optional. The candidate visit needs to be as simple and straightforward to navigate as possible. Operationally and visually, you want visitors to be impressed.

Key elements to consider for your careers website:

- Content Management System (CMS)
- Location map integration
- Job alerts
- Social media links
- Shareable content
- Embedded media
- 'Register Your Interest' option
- Talent Pool
- Use on mobile devices
- SEO



3. End-to-end brand alignment across the candidate journey

Having already established how business critical employer branding is to successful recruitment marketing, it becomes apparent that brand alignment must span the entire journey that every candidate embarks upon. In a consistent and engaging brand voice. And physically, with your logo, typeface, font size, etc.

Anything you put out in the public domain that isn't 'on-brand' may be confusing to candidates, or not instantly associated to your business.

An at-a-glance brand alignment checklist includes several steps along the candidate journey:

- Application forms
- Email communications
- SMS text messages
- Video screening
- Offer letters
- Rejection letters / communications

Besides your careers website, there are additional highlights for powerful integrations. These integrations make real-time difference to the quality of candidate attraction when incorporated into your recruitment strategies:

Google: Making expert use of relevant and niche keywords and phrases, you can make your vacancy details more accessible to candidates looking online for specific roles. When they find you directly on the search engine results page, candidates can then apply directly to you by directing applicants to your careers site. Seventy percent of candidates use Google to search for jobs!

LinkedIn: With LinkedIn's recruitment function, you can professionally, reliably, and quickly gain direct exposure to highly relevant jobseekers who can apply to you directly from the platform.

Social Sharing: Advertising your job openings on social media platforms provides businesses with instantly expanded reach. Immediate shareability by social media users has the ability to open up exposure to passive candidates when a vacancy is shared by one user with another (Facebook and Instagram are especially prominent.)

Trend Setting: Trailblazing employers are starting new recruitment marketing trends to really stand out. For example, Amazon recently advertised a batch of engineering vacancies on Tinder. It's not for everybody or every brand. But, if the brand synergy is befitting, it's a sure-fire way of grabbing attention in exactly the place where you think your ideal candidate spends time online.

4. How technology can deliver employer branding

Throughout the hiring process and beyond.



Your recruitment tech stack is the engine that helps pull everything together. It ensures that all recruitment marketing activities uphold and amplify your employer reputation: from application through to first day.

In addition, it gathers, processes, and provides data-generated business intelligence that informs your future activity and decisions.

In today's environment, it's more critical than ever to make sure you have the technology to deliver your employer branding goals. Some key questions for you to answer:

- Are you struggling to identify the best candidates to interview because of increased applicant volumes?
- Do you have a careers website, and, if so, is it geared up to work to optimum levels on your behalf?
- Are you concerned with physically handling mass rejections in a meaningful way that aligns with your brand values?
- Are you interested in attracting the best candidates—the ones that fit your organization—but have concerns that some are falling through the gaps in your current workflow?

If your answer to any of these questions is “yes,” let's consider the critical component of any recruitment technology: automation.

Automation is the driving force behind successful employer branding. It empowers you to plan your communications (emails, SMS or reminder notifications) across the entire hiring process. Remember, employer branding is about positioning your company as “the place” to work for and protecting your reputation with a positive candidate experience.

Triggering an entirely automated recruitment journey after the first “thank you for applying and we have your application” email, you may need to seek a new Applicant Tracking System. Superior ATS platforms are leading the way, making virtually every component of the recruitment workflow administration free, which is great news for recruiters! An evolving recruitment marketing tech stack should include (as a minimum):

1. Applicant Tracking System (ATS) which includes vital and non-negotiable features:

- Automation through the entire recruitment cycle
- Company branding (so it looks and feels like your own system)
- Branding across all communications (email/SMS/notifications)
- Multi-Group branding and centralisation.
- Custom forms (applications and surveys that can be applied throughout the recruitment process)
- Communication templates that can be easily customized
- Skills based testing, Situational Judgement Tests & strategic questions throughout hiring
- Inbuilt video screening with branding options
- Self-service interview schedulers
- Candidate Portal
- Agency Portal
- Duplicate Candidate Checker
- Integration with Job Boards, social networks & HCM/HR system
- Business intelligence (BI) reports that inform fact-based decision making

2. Careers website that represents your brand, culture and people:

- SEO for Google keywords for advertising online
- Candidate-friendly job search with multiple filtering options
- Easy applications by CV / resume or forms

Conclusion

Recruitment marketing that's aligned with strong Employer Branding is at the heart of every company because it aligns with the acquisition of the biggest asset any business has—its people!

Technology, especially technology designed and built by recruiting experts can help! HireRoad's HR Recruit talent acquisition system helps recruitment professionals to advertise jobs across multiple online platforms and in line with employer branding values.

It empowers you to create and manage effective on-brand recruitment campaigns for one or multi-company brands. It also provides the tools to brand the entire candidate journey, providing consistency across every communication, be it email or SMS.

And it ensures all candidates receive a positive, consistent experience, whether they progress through the process or not. Without the right tech, this simply isn't possible. If you're ready to see the right tech, get in touch now to arrange a complimentary demo of our 'best in category' Talent Acquisition platform.