



Using Content to Drive Your Employment Brand

POP QUIZ: What's an employment brand?

If you hired someone to call 10 of your field associates and 10 ideal job seekers in your market, what would they say about your staffing or recruiting agency?

That's your employment brand.

Stated simply, your employment brand is what job seekers, candidates, temporary associates and contractors think of you. It's your identity and reputation as an employer. It's how you're viewed in the market. It's what people tell their friends about you!

Your employment brand is much more than your logo, colors or website. And it's not just about how visible you are on social media or how aggressively you recruit.

Creating a strong brand is about clearly defining how you want to be seen, and then ensuring that message permeates everything you do. When done well, employment branding makes your job advertising more effective. It helps you attract and keep better talent. And it can help you consistently outperform your competition, especially in a tight candidate market.

And as you've probably guessed from the title, content marketing is a great way to build your employment brand. This eBook shows you how.

Employment brand:
How job seekers,
candidates and
employees perceive
you in the market.

OK, BUT DOES EMPLOYMENT BRANDING REALLY MATTER?

We've had clients say to us, "We have a fantastic job board and pages for job seekers on our website. And our recruiters do a great job explaining our firm to applicants. Isn't that enough?"

In today's talent economy, the short answer is "No."

Skilled, experienced job seekers can and will be selective. They want to work with an agency that's trustworthy. Competent. Easy to work with. And whose recruiters actually give a damn about their success.

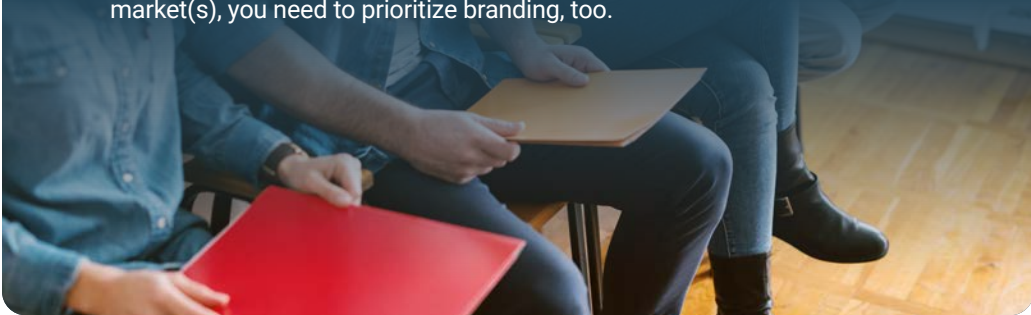
That doesn't sound like too big an ask, right?

What's more, potential applicants do their homework online to find out what they want to know, too. So unless you take charge of how they perceive you by:

- Clearly defining the unique value you provide to job seekers...
- Providing relevant content that answers would-be candidates' questions about your staffing firm...
- Sharing and promoting that branded content where job seekers will find it...
- Proactively managing your online reputation...

...you might be missing the mark — and missing out on great candidates.

Your competitors are aggressively building their employment brands right now. If you want to recruit and retain the best people in your market(s), you need to prioritize branding, too.



EMPLOYMENT BRANDING IS ESSENTIAL. BUT DON'T JUST TAKE OUR WORD FOR IT.

These statistics from Glassdoor and LinkedIn show what's to be gained by building a strong employment brand – and what's at stake:

TALENT ATTRACTION AND RECRUITING:

68% Millennials, **54%** Gen-Xers & **48%** Boomers

indicated they visit employer's social media properties specifically to evaluate the employer's brand.

75% of active job seekers are likely to apply to a job.

Companies with a strong employment brand see

50%
more applicants.

A strong employer brand can reduce the cost per hire by as much as **50%.**



SOURCES:

<https://www.glassdoor.com/employers/blog/most-important-employer-branding-statistics/>

https://business.linkedin.com/content/dam/business/talent-solutions/global/en_us/c/pdfs/ultimate-list-of-employer-brand-stats.pdf

THE STAKES ARE HIGH:

Nearly 8 in 10 (76%)

of Glassdoor users agree their perception of a company improves after seeing an employer respond to a review.

86% of women & 67% of men

in the United States wouldn't join a company with a bad reputation.

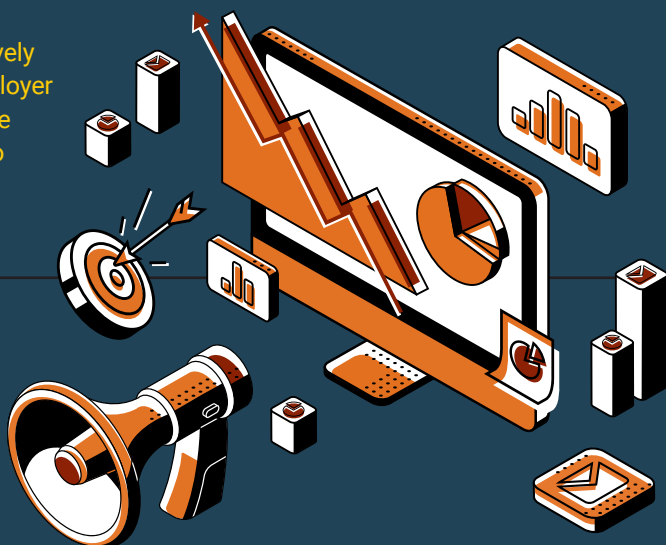


EMPLOYEE VOICE IS 3x more credible

than the CEO's when it comes to talking about working conditions in that company.

Companies actively investing in employer brand can reduce turnover by up to

28%.



SOURCES:

<https://www.glassdoor.com/employers/blog/most-important-employer-branding-statistics/>

https://business.linkedin.com/content/dam/business/talent-solutions/global/en_us/c/pdfs/ultimate-list-of-employer-brand-stats.pdf

HOW TO BUILD YOUR EMPLOYMENT BRAND

STEP 1(A): DEFINE WHAT MAKES YOU UNIQUE

Branding is about clearly defining how you want to be seen. To begin the process, start with the fundamentals:

1. Review your company values, mission and vision – determine what they mean for job seekers and employees.
2. Consider your company culture and candidate experience. Make sure you clearly understand what it's like to find a job through, and work for, your staffing firm.
3. Translate those into a list of key differentiators, a positioning statement and ultimately, an employee value proposition (more on that later).
4. Once you define your brand messaging, integrate it into your corporate identity, website and collateral, and then build and promote it through content marketing.



HOW TO BUILD YOUR EMPLOYMENT BRAND

STEP 1(B): CONVEY WARMTH, COMPETENCE AND AUTHENTICITY

To create a strong employment brand, you must define your value, service offerings and differentiators in a way that no other company can match. But unfortunately, that ideal is simply not feasible for most staffing companies.

The harsh truth?

Most staffing and recruiting firms can't create a brand that's 100% unique.



If your brand isn't unique, what can you do?

Focus on warmth and competence.

Warmth is about showing how you care for candidates, internal employees, clients, your community and broader social interests. In today's world, people want to work for (and work with) companies that care...companies that demonstrate warmth to others.

Competence is about being good at what you do. It's about your knowledge, experience, and proven processes. It's about the awards you have won, the problems you know how to solve, and the social proof (testimonials and reviews) of the value you deliver.



So, whether you're unique or not, clearly defining the characteristics of your business that demonstrate your warmth and competence can help you build a powerful employment brand.

And above all else, be authentic.

Job seekers are more discerning than ever. If you try to present your agency – or your clients' jobs – as anything other than what they are, people will find out the truth (hello, Glassdoor) – and either never apply or walk off an assignment.

The lesson here? While it's true that great people want to work for great companies, it's equally true that no staffing firm (or brand) is perfect. People realize that each employer and job come with its challenges. So never gild the lily. Build an authentic, honest brand that reflects what your staffing firm is all about and shows you're continually striving for improvement.

HOW TO BUILD YOUR EMPLOYMENT BRAND

STEP 2: DEFINE YOUR EVP

Building your reputation as a credible staffing firm – and a great agency to work for – will undoubtedly impact whether qualified candidates will decide to work with you...or your competitor. If you're ready to take the reins, the first step is defining a clear Employee Value Proposition (EVP).

Your EVP tells people the unique value you bring to the table for employees in exchange for their skills, commitment and hard work. When crafted properly, it's a powerful magnet for attracting candidates.

As you think about your EVP, ask yourself:

- What your staffing company does differently for your candidates, temporary workers and employees that your competitors do not?
- What are some positive things candidates and employees say about working with you?
- Why do happy employees continue to work with your company?
- Aside from a paycheck, what benefits do you offer? (Think beyond health insurance – today's job seekers value everything from career guidance to mental health resources.)
- How well do you communicate the flexibility you offer employees? (Schedule flexibility, the ability to take breaks between assignments, and the opportunity to choose short- or long-term assignments are essential to the modern job seeker – and incredibly important motivators. Make sure you're communicating these benefits in your EVP.)
- Have you done anything noteworthy to take care of candidates and/or employees during the pandemic? (Everyone wants to work for a company that genuinely cares about them, and showing what you've done to go above and beyond can be a real difference-maker.)

Employee Value Proposition (EVP):

The unique benefits you deliver to employees in exchange for the value they bring to the table.





USE CONTENT MARKETING TO BUILD YOUR BRAND

You've worked hard to define a clear employment brand. Your message is well defined, distinct and compelling.

Now what?

It's time to integrate your employment brand into your content strategy.

To maximize branding's recruiting and retention benefits, craft a comprehensive, multi-channel content strategy (this will be a subset of your overall marketing strategy for candidates).

1. INTEGRATE YOUR EVP MESSAGING

Review your current marketing arsenal and weave EVP messaging into all job postings, website, collateral, social sites, review sites, candidate newsletter, content marketing initiatives and anything else you use to communicate with job seekers and employees.

For more information on content marketing strategy and trends for staffing firms, check out:

[Smart Recruiting Checklist](#)

[Content Marketing Trends in Staffing](#)



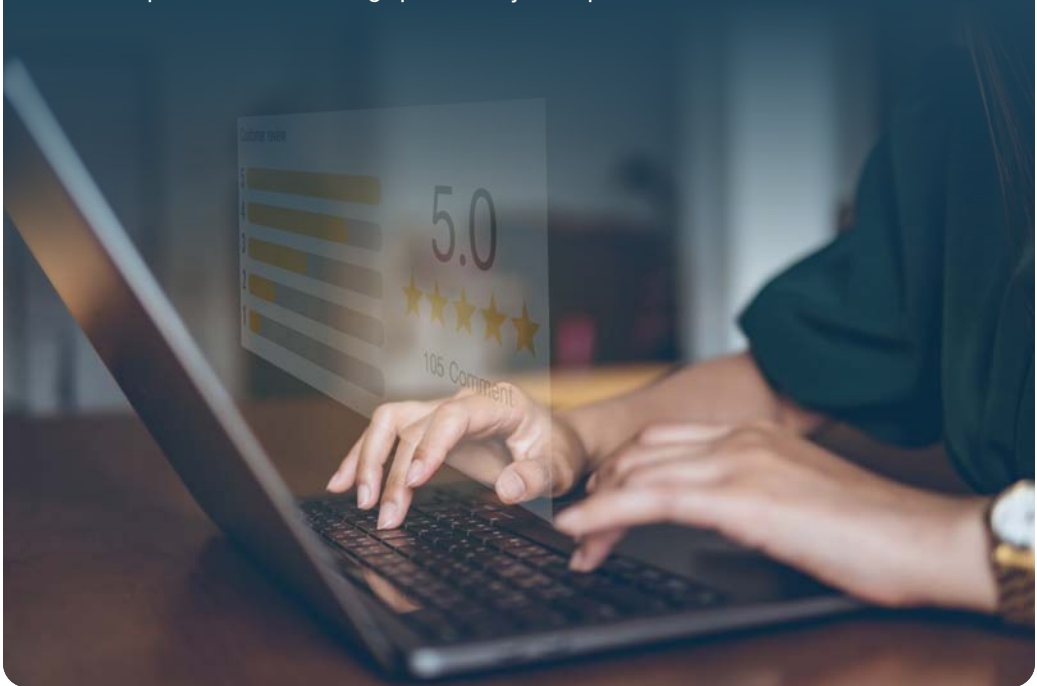
USE CONTENT MARKETING TO BUILD YOUR BRAND

2. GATHER PROOF

Simply stating your value proposition isn't enough. You need to prove it.

If you haven't already:

- Solicit candidate **testimonials** and **success stories**.
- Have someone who's a great storyteller **create case** studies of candidates who have found amazing careers, thanks to your team.
- Gather **statistics** that matter to job seekers (e.g., placement statistics, temp-to-hire conversion statistics, redeployment rates, etc.).
- Get permission from **high-profile employers** to use their name in your candidate marketing (in today's candidate-starved market, they're more willing than ever to do this).
- Seek **third-party validation** that you're an employer of choice. ClearlyRated's Best of Staffing Talent Satisfaction Award and other "best places to work" listings provide objective proof.



USE CONTENT MARKETING TO BUILD YOUR BRAND



3. PROACTIVELY MANAGE YOUR ONLINE REPUTATION

You need to create content to build your employment brand, but the job seekers, associates, internal employees and placed talent you work with all create brand "content" about your staffing firm, too: in the form of online reviews.

Make sure you know what people are saying about your staffing firm, and stay in control of the conversation:

- **Read your reviews** (especially the bad ones) on Facebook, Google, Glassdoor.com and other review sites. Pay attention to patterns: For example, are there themes to negative comments, or are they isolated incidents?
- **Improve what you can.** Can you place every applicant? Pay every employee a million-dollar salary? No; but making a few small improvements to your processes, communication policies or culture could have a big positive impact on candidate/employee satisfaction, future reviews and your employment brand.
- **Proactively generate more positive reviews.** The best way to minimize the impact of a bad review is by offsetting it with 100 great ones. Create and implement a process to systematically gather positive reviews, so that the occasional complainer's comments are drowned out by feedback from happy associates and satisfied job seekers.
- **Manage reputation at both the recruiter and brand level.** For many staffing companies, especially healthcare, the recruiter brand is the staffing company brand. Tools like Great Recruiters and [Haley Marketing's reputation management services](#) can be used to gather feedback at the recruiter level.

What Others Say About You Matters:

Employee voice is **3x more** credible than the CEO's when it comes to talking about working conditions in that company.

Nearly 9 in 10 people (88% of candidates) trust online reviews as much as personal recommendations.



USE CONTENT MARKETING TO BUILD YOUR BRAND

4(A). BUILD A LIBRARY OF BRANDED CONTENT

Now that you've gathered your arsenal of resources and taken control of your reputation, it's time to start building your employment brand content:

- **Use a variety of formats:** blog posts, articles, social posts, branded images, videos, infographics, web content, copy to be added to job postings.
- **Plan content to share in a wide range of places/ways.** Think through where and how you will share your content (more on that in a bit!): company website, career site, blog, YouTube, social media (profile, posts, stories), candidate newsletter, candidate journeys, email, print.
- **Create both company-level and recruiter-specific content.** Depending on your company and niche, you may want to create materials that build both your company and individual recruiter brands.
- **Consider audience personas.** If you staff roles across a wide range of industries, sectors, functional areas or role levels, content that resonates with one type of candidate may fall flat with another. When needed, create candidate personas that include characteristics like demographics, skills, goals, employment preferences – and create employment branding content relevant for each audience.
- **Create both evergreen and ephemeral content.** While some of your content should have staying power (so you can use it again and again), balance that with time-sensitive pieces. Although they don't have a long shelf-life, ephemeral content shows your ongoing commitment to being an employer of choice.

USE CONTENT MARKETING TO BUILD YOUR BRAND

4(B). EXAMPLES OF CONTENT TO BUILD YOUR BRAND

Need a little inspiration? Here are a few examples of how smart staffing and recruiting firms are building their employment brand with content:

10 Examples of Employment Branding Content

1. Slide deck of your company's mission, vision and core values – with explanations of how they positively shape your candidates' experiences.
2. Blog post explaining the top 10 reasons job seekers should work with your firm.
3. How-to video that walks potential candidates through your apply process – and shows how easy it is to get a great job through your agency.
4. Photos of happy associates and placed talent working on the job.
5. Press release announcing Best of Staffing Talent Satisfaction win – with a quote from a standout temporary associate about why they love your staffing agency.
6. List of the 10 best candidate testimonials you've received in the past year.
7. "Meet our recruiters" short-form videos in which each recruiter introduces themselves, shares their background and invites job seekers to connect on social.
8. Images of your team being active in the local community (e.g., volunteerism, working for charitable causes)
9. Case studies detailing the successes of associates and placed talent: tell their story and have them share their journey.
10. If you use marketing automation platforms like Sense or Herefish, add texts or emails to journeys sharing recruiters' favorite inspirational quote, core value or success tip.

Need more ideas?

Ask employees what they'd like to learn about your organization if they were job-hunting. Or, take a look at what competitors do to promote their brands and engage potential candidates.

USE CONTENT MARKETING TO BUILD YOUR BRAND

5(A). BRINGING YOUR BRAND TO YOUR AUDIENCE

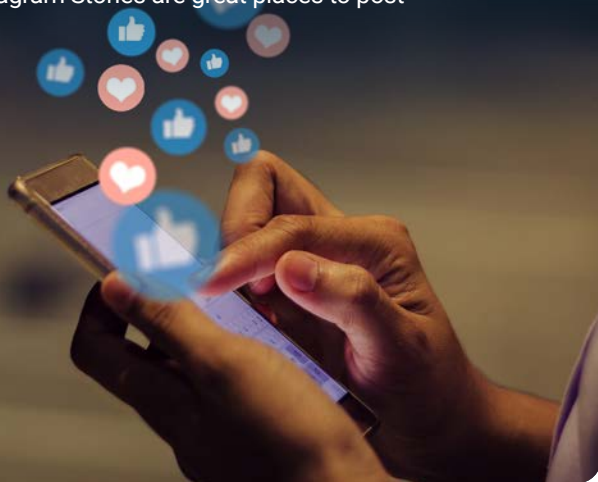
By definition, content marketing is a "pull strategy," drawing job seekers closer to your brand's message and attracting them to your staffing or recruiting firm.

But employment branding content is no "field of dreams." Once you create all that amazing stuff, you need to bring it to your audience! Here's how to share and promote your brand content to maximize its impact on your recruiting, retention and bottom line:

Social media

Platforms like LinkedIn, Facebook, Instagram, Twitter and Tik Tok will likely be the main vehicles for your branding efforts. If you're new, start small and build a presence on one or two platforms. Then, start sharing:

- **Be personal.** Show what it's really like to work for your organization.
- **Be consistent.** Make sure what you share aligns with your vision, values and branding goals. Plan to share content on a regular schedule.
- **Be creative.** Use each platform's unique tools and features to keep people interested in the brand you're trying to build. For example, Facebook Groups and Instagram Stories are great places to post branded content.



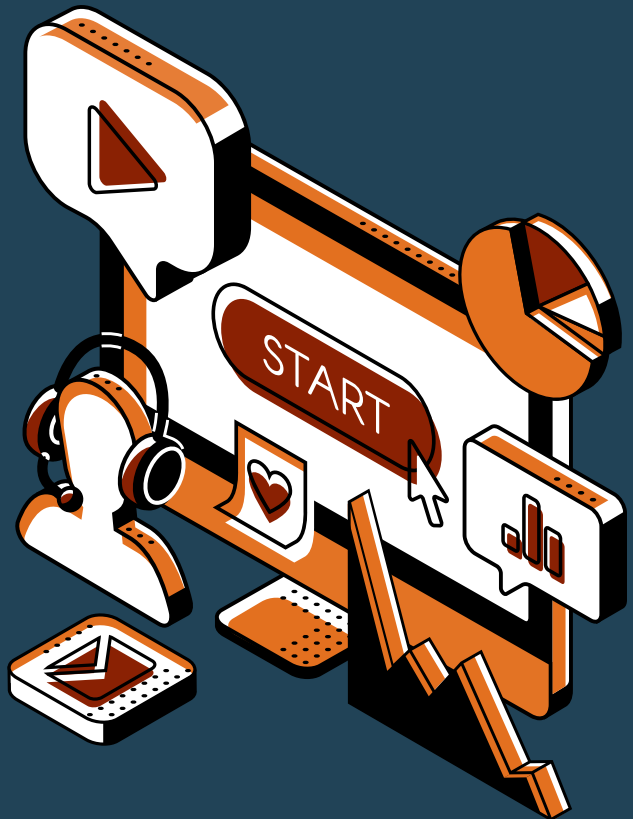
Website

Add employment brand content to your Home page, Job Seekers' pages, Blog, Job Board AND job postings.

PR

Press releases can be an effective way to build your brand and draw more great candidates to you. From a branding standpoint, the challenge is to create newsworthy stories (not just pitch job openings). PR can be used to:

- Promote job fairs
- Show off awards you've won
- Announce a new office or recruiting center opening
- Tell inspiring stories about people you've placed
- Promote community service your team has performed



USE CONTENT MARKETING TO BUILD YOUR BRAND

5(B). BRINGING YOUR BRAND TO YOUR AUDIENCE

Events

Headed to a job fair, career discovery day or other recruiting event? Bring along those printed materials and play video content on a laptop or monitor.



Employee advocacy

Employees who are advocates for your firm bring your branded content to a larger audience and position themselves as the voice of the organization. They can humanize your brand, increase your brand engagement with potential new candidates and can act as defenders of your company's reputation (both digitally and in the real world). To create an effective program:

- Ensure internal alignment. Make sure everyone in your organization:
 - Understands your mission, vision and employment branding objectives.
 - Knows why your staffing firm is special and a great place to work.
 - Understands your communication best practices and policies.
- Clarify what you want employees to communicate (i.e., make sure they know your company "elevator pitch"), as well as how to communicate responsibly, especially on social platforms.
- Simplify content sharing. Use social sharing tools to share brand content:
 - Platforms like Buffer and Dlvr.It allow employees to connect their social accounts and add feeds to share. The downside is that the employee must set it up and maintain it.
 - NetSocial allows you to set your entire team up for sharing from one place. Simply provide all of your employees, even your temporary employees, with an account. They connect their social media account and decide what content they want to share, maintaining control over their social presence. Your marketing team implements the brand content plan and sharing calendar across the entire company, adding feeds, and creating posts as needed.

USE CONTENT MARKETING TO BUILD YOUR BRAND

6(A). NEXT-LEVEL IDEAS TO BUILD YOUR BRAND

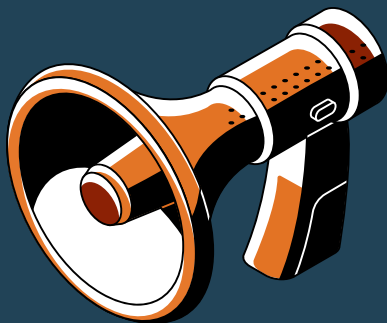
Now that you know the basics, it's time to think bigger and take those blinders off! Here are two more ways to build your brand with great content – and more:

Brand ambassadors

How many temps do you have on assignment right now? Dozens? Hundreds? Thousands? And are those people actively engaged in building your brand? If you answered “no,” you have a tremendous opportunity.

Your brand ambassadors should be top field associates, and you can reward them with cash compensation or non-cash incentives like time off, preferred access to your best jobs, and company swag. While you don't want your temps actively soliciting people while they are on the job, they can:

- Wear company-branded apparel on the job and share personalized business cards you provide them
- Share company blog posts and jobs on social media
- Write reviews about your company on social review sites
- Spread the word by sharing food or promotional items with others at work
- Educate people about the benefits of working as a temporary – and specifically, working through your firm
- Celebrate events for your workforce like birthdays, service anniversaries and promotions
- Actively solicit referrals and encourage others to do the same



USE CONTENT MARKETING TO BUILD YOUR BRAND

6(B). NEXT-LEVEL IDEAS TO BUILD YOUR BRAND

Broaden your thinking

Content that builds your employment brand doesn't have to be all about you – in fact, integrating your employment brand into your overall content marketing strategy is one of the most powerful ways to shape candidates' perception of your firm.

When you demonstrate that:

- You care about job seekers' career success...
- Your recruiters are experts at what they do...
- You understand what's important to job seekers...



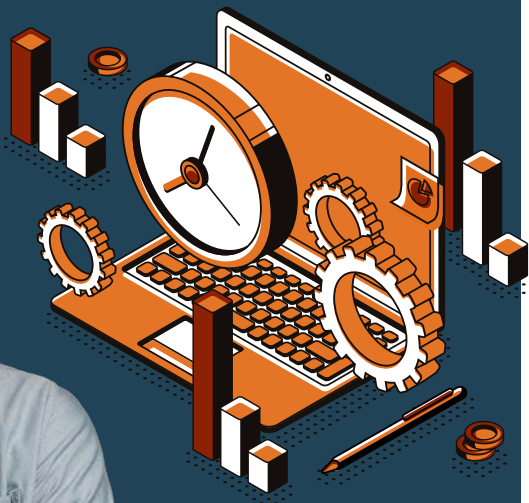
...you're "walking the walk" – and not just providing lip service.

So broaden your thinking. Beyond the "on the nose" employment brand content ideas we've already shared, look for ways to weave your EVP and brand messaging into a wider range of content – to reinforce and amplify your message, while also demonstrating your warmth and competence.

One of the best ways to achieve this is by adding brand messaging to:

- Educational content
- Thought leadership pieces from your top recruiters and company leaders
- Curated content about the job search and career management

Job seekers and current associates are looking for help, and you have a wealth of valuable information and people ready share it. Your blog and/or newsletter is the perfect place to highlight this content and draw people to your site and jobs. If you become the go-to resource for help and job search/ career management advice, you'll strengthen your brand and recruit more top-tier candidates.



NEED HELP...

Defining your EVP?

Managing your online reputation?

Creating and sharing amazing, branded content?

Amplifying the reach of your content?

Building a comprehensive content strategy for job seekers and associates?

Oh, yeah —

...WE CAN DO THAT.

We have a full team of skilled writers, content strategists, employment branding experts and digital marketing advisors to help create, guide and implement your branding and content marketing strategy.



Contact us today to build your marketing stack.

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