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Ways Your Branding Affects the Marketing Talent You Attract

Why Does Branding Matter?

Job candidates often research and compare employers as diligently as they do products.

57%

of job seekers said company culture was as important as salary

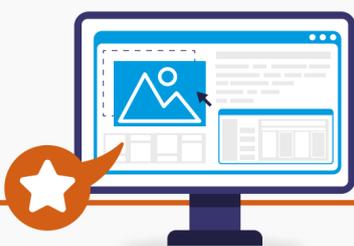


1 Company Website

75%

of people admit to judging a company's credibility based on their website design, user experience and content

Your website is your main form of branding. Employers should view a company website as an important recruitment tool.



2 Social Media

25%

of job seekers use social media to search for career opportunities

Social media is where candidates research:

- ▶ Your voice and imagery in your posts
- ▶ How prompt you are when dealing with customers and social media users
- ▶ How active and savvy you are on social media channels
- ▶ The type of content you promote, including brand-created content and shared content

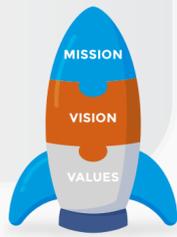


3 Mission & Values

A job is no longer just about a paycheck. Candidates are researching business values before they apply for jobs.

Glassdoor's Mission & Culture Survey found:

- ▶ A company's mission matters more than compensation to more than half of the 5,000 respondents in the survey
- ▶ Nearly 79% would consider a company's purpose and mission before applying
- ▶ 77% of professionals would evaluate a company's culture before applying for a job there



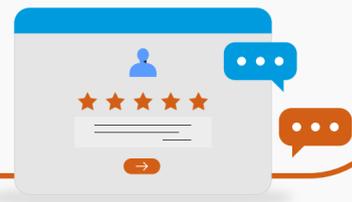
4 Review Sites

How you treat your future, current and former employees shapes your brand.

"There are nearly 50 million reviews on the Glassdoor site, providing insights into 1 million+ companies."

-glassdoor

TIP Conduct respectful exit interviews to gain more referrals and positive company reviews for your business and your brand.



Your Brand Impacts Your Talent

Marketers are in the business of branding. They promote brands to the public to sell more products and services. They have expertise in areas like public relations and social media. They understand that branding is an important reflection of what it's like to work for a company.

Take care of your brand to attract, engage and retain better marketing talent. For a consultation on how to improve employer branding and recruitment efforts, contact AccruePartners.

Sources

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