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EVERYTHING YOU NEED TO KNOW ABOUT THE EMPLOYER BRAND



EMPLOYER BRAND

It is defined as all a company's actions to make its reputation shine and make its workplace appealing.

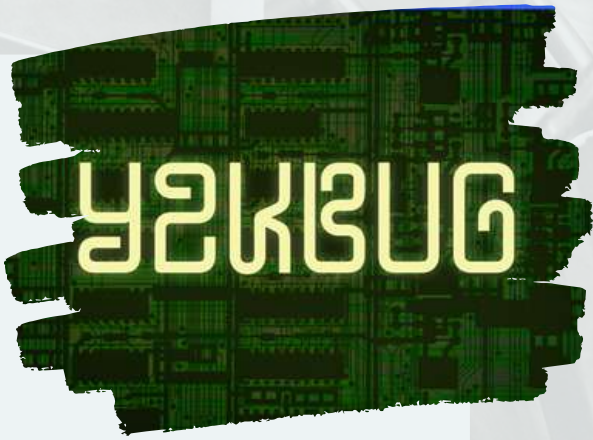
With labor shortages and hybrid workstyles becoming increasingly prevalent, companies must reinvent themselves to recruit and retain employees.

The question is, why should a candidate work for you? What are you promising to your present and future employees?

Your employer brand helps you answer these questions.

A Little Backstory...

The concept of employer brand first emerged in the 1990s. After the economic crisis of the 1980s and before the fear of the "Y2K Bug", companies were hiring massively and began realizing the importance of developing a positive image to attract and retain talent.





In 1996, Simon Barrow, CEO of People Business, defined employer brand as the economic benefits, such as salary or material advantages, and the psychological benefits, such as a sense of belonging, provided by the employer in exchange for an employee's work.

Since then, the term has evolved and can be defined as everything related to your potential candidates' and present employees' experience within your company. It is the image it projects both internally and externally.



The SalesForce Case

At CRM specialist SalesForce, for example, 70% of its employees say they would not leave their jobs for another company **despite a 20% pay increase.**

Its employees' testimonials emphasize the importance of mutual respect and a collaborative attitude in achieving objectives, trust, and transparency throughout the company.

Promoting human values achieves stunning results. The perfect secret for retaining staff!

The company's organizational culture is so well thought out that it seems to have found the winning recipe for decreasing its turnover rate. That is why you need to work harder on your employer brand immediately.

This guide will reveal all the secrets you need to know to develop **your** employer brand.



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THE EMPLOYER BRAND COMPONENTS



Many factors affect employees and their engagement, such as the company itself, their relationships with other employees, and their opportunities to thrive in their jobs.

In other words, employees' daily lives are influenced by functional factors, such as working hours and the work environment; economic factors, such as remuneration; and psychological factors, i.e., the ones that motivate them to come to work.

It is around these elements that the employer brand revolves. The employer brand seems very broad when you first think about it.

Let's break it down for you.



A. The Company's Identity

The first component of employer brand is your company's identity, i.e., its foundations. Identity is the sum of different elements.

Your Company's Mission

Why does your company exist, and what is its purpose?
Children between the ages of 3 and 4 often go through a "Why" phase (why do cows have spots, why is the sky blue, etc.), where each answer leads to yet another question.

For an employee, your company's mission is the "ultimate answer" to the question, "Why do I get up every morning and go to work?" It inspires employees to finalize their reports or provide the best customer service.

Your Company's Vision



Where will your company be in 5 or 10 years? Or, in other words, does your company offer an enlightening vision that unites your employees behind a common goal?

The vision is your company's medium- to long-term perspective and the means to achieve it. It enables your employees to project themselves into your company's future and concretely envision their contribution to it.

Organizational Values

These are the beliefs and fundamental principles that govern everyone's behavior and are shared by the company's staff. These are not the words you write on your website or the reception wall; they are the foundations guiding your company's decisions.

As a result, your employees are called upon daily to assess whether these values are genuinely lived out and whether they resonate with them.



The Etsy Case

Etsy is an e-commerce platform that sells crafts and handmade products. The company's **values are diversity and inclusiveness.**

For example, the management team is 55% female. Moreover, since 2016, the company has been implementing operational changes consistent with the premise that gender is non-binary, offering gender-neutral toilets or parental leave.

What results from promoting such values and, more importantly, acting according to them?

It certainly positively impacts talent attraction and employee retention: over 91% of its employees would recommend Etsy as a good employer!

Your company's identity is also composed of various other elements, such as its history, founders, symbols, etc. It is the DNA that shapes your corporate culture.

B. HR Strategies & Practices

The employer brand also includes all human resources practices: the Employee Value Proposition (EVP). In other words, it is what the company offers its employees in exchange for their work, skills, and experience.

These practices include career development, types of promotion available, hybrid work opportunities, and employment guarantees.

They also include codes of conduct, internal communication mechanisms, benefits, recognition, and role clarification.

The type of management and hierarchy also define HR practices.



What do you offer to your employees in exchange for their work? Your Value Proposition (EVP)!



The Buffer Case

Buffer, a company specializing in social media management, **relies on ultra-flexible practices and transparency.**

All employees can work from anywhere worldwide, whenever it suits them.

The company has also openly shared information about its salaries, internal policies, and approach to employees' well-being.

This transparency and positive culture attracted much interest, helping them attract professionals from across the globe. It also greatly impacted the general public's perception of the company.

C. Internal Reputation

Who are the people best placed to understand your reality as an employer? The people who work for you every day, of course!

Do your employees think your company is a great place to work? When they hear your company's name, which word comes to their mind first? Well-being? Toxic? Collaboration? Exhausting? Inspiring? How your employees feel about your company is at the heart of your employer brand.

The HubSpot Case

For Hubspot, a software company specializing in marketing and sales, 96% of its employees consider it offers a positive work environment.

Now, that's what you call a best-in-class internal reputation!

At the heart of its employee experience is developing a 100% inclusive and diverse work environment where everyone can learn and develop to their full potential.

These principles define HubSpot's employer brand, which is exactly where the company stands.

At HubSpot, **97% of their employees say they are proud to work there** and would recommend it as an employer.



Important!

A detractor of your employer brand will make much more noise than a promoter. Think of the snowball effect that can be observed in the media.

Websites like Glassdoor also provide a forum for disgruntled employees to vent their grievances with their employers.

In a Deloitte study, over 70% of employees said damaging a company's reputation using social media was easy.



Have you ever heard of false advertising?
The same is true when it comes to your employer brand.
Promoting a certain corporate culture when hiring, while your employees' experience differs, can negatively impact your internal reputation.

The employee experience will strongly impact your employees' loyalty. Employees' daily experiences shape their internal reputation, which will determine whether they stay with or leave your company.



Psst... Would you like to assess your employees' satisfaction at work?

Use a specialized employee experience solution such as Amélio to ensure your success.

Free tools have a direct cost advantage, but you should consider indirect costs such as your analysis time and opportunity cost. A small error in the survey or analysis can quickly make a difference between an engaged employee and a detractor.

D. External Image

The last component of employer brand is how potential candidates feel about your company. **Do they want to come and work for your company? Does your employee experience seem interesting enough to make them want to join your team?**



Google caught everyone's attention in the 2010s with its colorful workplaces, arcade games, bicycles, volleyball courts, and more. As a result, it was identified as Canada's favorite employer in 2015.

Without offering big, brightly-colored armchairs and smoothies every morning like Google, it is possible to boost your external reputation as an employer by making your employee experience visible to potential candidates.

In short, an employer brand is defined by many factors that enable a company to make its work environment attractive while retaining present employees.

Many components of the employer brand are also considered engagement factors.

To define the various engagement factors, we refer to the model proposed by the amélio platform, which we consider the most comprehensive.

How to make your employer brand shine?

Several strategies can be implemented: a social media presence, blog posts about your employees' daily lives, and adding an attractive Careers page to your website.

To learn more about how to make your employer brand shine, read ***Develop Your External Employer Brand*** on page 28.



The Unilever Case

In 2022, global consumer products company Unilever launched **an intern recruitment campaign.**

The campaign featured testimonials from interns from previous years and demonstrated the opportunities for professional development within the company.

With an employer brand that stands out for the training and the employee experience it offers its trainees, over **11,700** candidates applied for available positions in just five weeks!

Sounds like a dream, doesn't it?



You are probably already convinced of the benefits of developing an employer brand.

What is your next step?

Convince your management to invest in your employer brand and give you the time to bring it to life.

We've got you covered!

Please refer to **Appendix A** at the end of this guide to help you convince your management that investing in your employer brand **now** is essential.



FIVE WAYS TO DEFINE AND IMPROVE YOUR INTERNAL EMPLOYER BRAND



Your employer brand is developed in two phases.

First, internally, alongside your employees, to establish it; second, externally, to attract the best talent.

It is essential to remember that you do not create an employer brand; it already exists and is developed over time.

An employer brand is more than just a set of principles written down in an employee handbook or website; it is lived out daily through actions and interactions.

Here are five things you can do to reinforce your employer brand internally or better define it.

1. Involve Your Employees

The first principle in an employer brand development process is a change in organizational mindset, prioritizing the well-being of present and potential employees.

In other words, employees are the best-placed people to talk about their employer and suggest solutions to improve their happiness at work.

Involving them in this process is therefore highly relevant.

Capitalize on Internal Ambassadors

Which of your employees best represents your corporate culture on every level? Those for whom your values seem to guide their every action? Those who have your company name engraved in their hearts?

Now is the time to make them shine and turn them into real internal ambassadors and inspirational leaders regarding your employer brand.



Encourage them to share their successes or anecdotes with the rest of your employees, cite them as examples when appropriate, encourage interaction between them and their coworkers, and involve them in the decision-making process.**

***With moderation so as not to spark rumors of favoritism.*

As a result, they will become living proof of your strong, positive employer brand and encourage their coworkers to embrace it, too.



The #WeAreCisco Case

At Cisco, the company recognizes the importance of the community and, above all, of the people who make it up. **Collaboration is at the heart of its employer brand.** How is it lived out? Through a variety of initiatives, including:

- Creating internal employee networks and communities: LGBTQ+, employees living with diabetes, employees returning to work after a prolonged absence, groups of diverse nationalities, new employees, environmental groups, etc.
- Sharing testimonials from employees from all levels within the company and on social networks.
- Increasing contact between employees and the company's inspirational leaders.
- Creating internal problem-solving groups and learning communities.
- Etc.

These initiatives create a sense of belonging, encourage talent retention, and make people want to be part of the movement, which is beneficial for attracting candidates.

2. Evaluate Your Employer Brand



Before you can identify what can be improved, you need to assess where your company stands on Day 1 regarding your employer brand.

The Employee Value Proposition (EVP)

First, outline what makes your company unique or what sets you apart as an employer.

What do you promise your present and future employees in exchange for their employment? Benefits, professional development opportunities, work environment, tools, corporate culture, values...

Audit

Then, assess whether this value proposition suits and meets the needs of your present employees.

This step involves auditing your company to find out what your employees like and dislike about your company.

Assessment Strategies

Several strategies, such as an organizational diagnostic survey, interviews, or focus groups, can help to achieve this.

At this stage, conducting an employee survey using a recognized platform to collect quick and easy data on employee experience and organizational culture would be best.

Doing so will avoid certain biases and provide a more global, unfiltered overview of the present situation.

Indeed, using an anonymous and confidential survey will enable employees to give a more honest opinion on the company's various issues.



3. Identify Challenges and Levers

By using the data collected from your employees, the results analysis will help you identify where employee dissatisfaction lies and what you could be working on. It will also help you identify priorities for action.

Another important point is to identify your company's strengths. These are your levers, the elements you need to maintain your efforts, and for which you should put forward regarding your employer brand. These are the real assets you need to promote!

4. Act on Dissatisfaction

Once the priorities for improvement have been established, the time has come to take action!

Implementing improvement actions does not necessarily require complicated procedures or much time.

Some online tools, such as the Amélio platform, offer automated action plans to managers and executives. These plans enable them to implement small actions that will quickly and positively impact their employees' satisfaction.



5. Review Your Company's Offerings

While developing your employer brand, you may need to review what your company offers its employees.

Indeed, the experience offered to your employees must be consistent with their concerns.

For example, if your employees express dissatisfaction with career opportunities or skill development, offering them larger premises or a rewarding pizza dinner may not impact your company's internal reputation.

The employer brand allows you to stand out from other companies and to highlight what makes you unique. However, the main interested parties in your employer offering are your present and future employees. They are the driving force behind how you will attain your goals!





Get Inspired

Here are a few ways to strengthen your internal employer brand:

1. Develop or improve internal communication channels, both formal and informal, which will enable you to promote your company:

- News, success stories, employees' personal and professional achievements, or any other information, through:
  - Internal newsletters, bulletin board, group activities, lunch with the CEO, intranet, face-to-face all-staff meetings, etc.

The + for your employer brand? A genuine intention to establish a culture of openness, transparency, and exchange among your employees.

2. Implement or enhance a peer recognition program that values employees' contributions.

The + for your employer brand? An atmosphere of mutual support and sincere recognition of employees' contribution towards the company's objectives and vitality.



3. Develop policies and practices that promote a healthy work-life balance and well-being, such as:

- Flexible working hours, days off and vacations, shortened working weeks, insurance, paid expenses for physical activity, health and mental care, teleworking equipment, disconnection rights, etc.

The + for your employer brand? A demonstration of the importance of human values and well-being and how this reflects concretely within your company.



4. Promote mechanisms that foster employee innovation:

- Suggestion box, online suggestion platform, discussion groups...

The + for your employer brand? It is an example of your company's openness to change and how it values its employees' involvement in its mission and vision.

5. Provide more opportunities and more detailed policies for professional development, such as:

- Career development, cross-functional migration, mentoring program, replacement plan, internal and external training, etc.

The + for your employer brand? It is a testimony of the company's long-term vision of its employees' future and its consideration of their individual growth and career development.

The initiatives you will implement or enhance to propel your employer brand depend on several factors.

The following guidelines should help you think about your options.



YOUR BUDGET

Some initiatives, such as insurance, may be more difficult to implement, depending on your company's available budget. We recommend that you first determine the total budget you should allocate.

Nevertheless, whatever your budget, some initiatives cost little or nothing. For example, welcoming employees' suggestions costs next to nothing and contributes to establishing a collaborative employer brand.



YOUR EMPLOYEES

Who are your present and future employees? Are they young professionals or closer to retirement? Are they mainly men or women?

Are they from a specific community? Depending on their reality, concerns, or needs, the importance you attach to different elements of your employer brand may be different from one group to the other.



YOUR CONSISTENCY

Everything needs to be as coherent as possible between your mission, your values, HR policies, and the everyday lives of employees throughout your company.

Furthermore, too much of a gap between how your brand is promoted and how it is experienced can affect your credibility and lead to a lack of trust in your employer brand.

Therefore, a thoughtful planning exercise is essential!

Adjust, Then Assess These Changes



With this in mind, depending on what has been identified as important to your employees, you may need to change your recognition system, internal communication mechanisms, environmental or diversity policy, flexible working hours, or the possibility of advancement within your company.

You will then be able to assess follow-up actions using measurable indicators to ensure that the offering you provide as an employer continues to meet your employees' needs. It will enable you to make ongoing adjustments, promoting your teams' well-being.

> IT HAS BEEN AN ADVENTURE. WE CERTAINLY DID NOT BUILD OUR EMPLOYER BRAND OVERNIGHT! IT TOOK US A WHILE. WE MADE MISTAKES, BUT WE KEPT TRYING AND LEARNING FROM THEM.

Amir Moini
Former Global Head of Employer Branding and Communications

NETFLIX



Remember: Your employer brand is built over time through actions and interactions. It is constantly in motion, forcing you to continually question how you bring it to life.

Like Netflix and other major companies, you will probably make mistakes when developing your employer brand. Still, by learning from these mistakes, your employer brand will be all the richer and more inspiring for your employees.



DEVELOP YOUR EXTERNAL EMPLOYER BRAND

Once you have assessed and implemented a clear employer brand that meets your employees' needs, it is time to hunt for top talent!



1. Evaluate Your Employer Reputation

Before you start promoting your employer brand externally, just as we suggest you do internally, we recommend assessing your reputation as an employer in the marketplace and externally.

For example, you could take the pulse of your candidates by reading comments on platforms such as Indeed or GlassDoor.

Doing so will give you an overview of the comments being made about your company. You can then establish the ratio of positive to negative comments.

What About Your Competitors' Reputations?

Research your competitors' employer brand reputations to better position yourself against them.

To do so, analyze their online presence, recruitment strategies, and available online reviews.



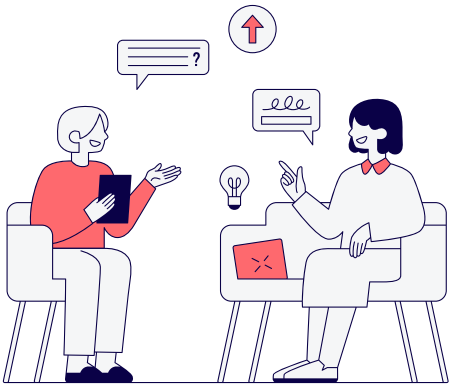
2. Assess the Candidate Experience

The Recruitment Strategies

Do you know where your best candidates are? What are your field's most effective recruitment methods or the most suitable for the professionals you seek to recruit?

To answer these questions, you must thoroughly analyze recruitment platforms and methods.

Some online platforms can provide multiple answers, allowing you to use analytics to help with your recruitment.



The Recruitment Process

Launching a recruitment and hiring survey is an excellent way of understanding the recruitment experience and attractiveness factors.

Employees or candidates are invited to share their thoughts on the whole recruitment process, from the job offer to the actual hiring, including interviews and communication with the recruiter. By doing that, they can share with you what distinguished you as an employer, whether they hesitated before accepting your offer, and so on.

As a result, you will be able to identify what about your employer brand attracts and convinces candidates or, conversely, what makes them hesitate.



This recruitment process will determine whether the best candidates are attracted or rejected.

Develop a great experience to become attractive.





The BMW Case

At a motor show in the 2010s, BMW made a lasting impression with a recruitment campaign that **turned into a real product experience.**

Selected candidates at the subsequent stage of the hiring process were interviewed by a recruiter inside a BMW 7 Series. They were also given a test drive, enabling them to assess their interest in the product and their skills in the automotive sector.

Talk about a hiring process out of the ordinary!



New Recruits' Top Choice

Another highly revealing question is to ask candidates whether you were their first choice or a default choice when they accepted your offer.

Does your company stand out from the competition? This will give you a better idea of your positioning in the recruitment market.

Employee Experience Reflection

It is important to remember that the recruitment process experience is a reflection of your company.

In other words, if candidates see their experience as negative, it could mean that they will have a bad experience as employees, too.

For example, if recruitment steps are unclear, it could mean that internal processes are not clearly defined, which could be "scary" for some candidates.

Or if it is difficult to communicate with the recruitment team, to reach them, or if their responses are unclear, this could give the impression that internal communication mechanisms are limited within your company.

3. Maximize Your Online Presence

In this age of digital technology and ubiquitous social media, promoting your employer brand online is definitely a good idea!

At this stage, your marketing or communication department should be involved. Developing these strategies is what HR marketing is all about.



*Please read **Appendix B** to understand the difference between HR marketing and employer brand.*

Here are a few tips:

A. Develop a Content Strategy for your Employer Brand

- There are many ways to tell your company's story and gain attention: photos, videos, testimonials, etc., on different platforms depending on your activity sector or your website.
- Showcase your strengths to make your employer brand shine! What do your employees value most about your employer brand? What are your company's core values? Your HR policies? Your work environment? Your employees' relationship with the managers? These are the things you need to focus on!
  - *To determine these, you must have assessed your company's strengths and weaknesses beforehand (for more on this subject, please read **Define and Improve Your Internal Employer Brand** on page 16).*
- Use storytelling, the art of arousing emotion. Stories are very powerful and have the power to leave a lasting impression. Stay genuine!



The Netflix Case

In an interview with LinkedIn, Amir Moini, former Global Head of Employer Branding and Communications at Netflix, revealed that one secret to propelling a genuine employer brand is to **make employees talk.**

This process led to the production of a series of unscripted videos, including "Netflix Culture Explained" and "She Rules."

In these videos, employees were invited to discuss various aspects of the company's culture openly and honestly. They could talk about the positives, of course, but also about the challenges associated with certain organizational practices.

This authenticity gives potential candidates a realistic view of the employee experience while demonstrating the company's "lucidity" regarding areas for improvement.

B. Ensure your Social Media Presence



To learn more about maximizing your social media recruitment strategies, we suggest you read this comprehensive guide.

- It is essential that you manage your online reputation. In other words, not only do you need to control the message you project via publications, for example, but you also need to take care of your community by responding to opinions, comments, and private messages, both positive and less positive.

The Starbucks Case

Starbucks has created separate social networking pages (Instagram, Twitter, YouTube) to show its appreciation for its employees.

Employees are also invited to share what they like most about working for the coffee chain on social media.

The result? Starbucks is regularly cited as a Top Employer or one of the companies that have succeeded in maximizing their employer brand.



Starbucks is regularly listed among the Top Employers!

C. Enhance Your Website's User Experience

- Make sure your website is easy to find and navigate, for example, by building a simple, visually appealing Careers page accessible from the website's main menu.

The Adobe Case

Adobe's Careers page can certainly be a source of inspiration for many companies.

The Careers page has been completely redesigned and rebranded, featuring much more than the company's current job openings. It also provides:

- A detailed description of offered benefits and organizational values.

- Tips and information on the hiring process.

- Testimonials from employees working in various departments.

- A blog about life as an Adobe employee.
  - *Employees are strongly encouraged to write articles about their daily lives or news from their teams.*

- A one-page summary of key historical facts, products, and executives.





THE APPENDICES



APPENDIX A
WHY DEVELOP A STRONG EMPLOYER BRAND?



You may think, "Okay, but why does my company need a strong employer brand?"

An employer brand certainly benefits the people within the company, but it can also be very advantageous for the company itself.

Main Benefits of a Strong Employer Brand

Achieving Objectives and Improving Productivity

Developing your employer brand will help you attain your company's goals and vision faster and more effectively. A happy employee is 31% more productive!

Indeed, by putting in place mechanisms that encourage employee engagement and happiness in the workplace, there is a higher chance that they will actively and positively contribute to achieving objectives while coming up with innovative ideas to get there.

Do your employees feel inspired by your company's mission? If the answer is yes, chances are that they will make every effort to help it succeed.

Distinguishing Your Company From Its Competitors

Employer brand allows you to stand out from other companies, highlighting what makes you distinctive.

Above all, it lets you showcase your real strengths as a company.

Are your organizational values based on diversity and inclusiveness? Do you believe in and develop ethical business practices? Do you offer an extensive in-house training program?

Employer brand is the way to present yourself in the best light.

50%

of potential candidates are willing to turn down a job offer if the company has a bad reputation.



Attracting the Best Talent and Reducing Costs

→ According to a GlassDoor study, 75% of job seekers are more likely to apply for a job in a company that actively promotes its employer brand.

→ Companies with a strong employer brand receive twice as many applications.

These facts show that a company has much to lose by not caring for its employer brand, as the employer brand enables candidates to see themselves as part of the company.



A "Natural Screening" Process

Your employer brand allows you to "naturally screen" potential candidates since candidates who are less aligned with your needs will be less inclined to apply to your company.

Conversely, candidates who resonate with your employer brand and recognize themselves in your culture and the profile of employees you want will certainly want to apply.

Indeed, if they believe in what your company does and feel engaged by your company's purpose, they will definitely want to be part of it, thereby lowering your recruitment costs.

The best talent will easily come to you!



Impact of the Candidate's Recruitment Experience

The recruitment process can also have a major impact.

By clarifying expectations, taking care of candidates, and offering a good overview of your employee experience, there is a better chance that the desired candidate will accept your offer at the end of the process.

Your present employees will also be able to recommend potential candidates if they like what they have experienced within your company. They will want to offer others around them the same positive experience.



To learn how to assess your candidates' recruitment experience, read *Develop Your External Employer Brand* on page 28.

Building Loyalty and Retaining Employees

It is no secret that retaining staff is a major challenge for human resources professionals.



Reduce Turnover Rates

The good news is that a strong employer brand helps to reduce departures and retain present employees. The turnover rate will be reduced by creating mechanisms that enhance employee well-being and foster a sense of belonging.

Indeed, practices that enable employees to get involved in the company foster their sense of skill development and fulfillment. Having their say on challenges and possible solutions increases employees' sense of loyalty to the company and reduces the risk of departures.



Leaders in Training

It is easier for companies with a strong employer brand to create in-house talent, which can lead to the training of future leaders and executives, in whom the company's DNA will be deeply rooted.

As a result, by fostering talent retention throughout the company, hiring costs will be reduced, as there will be fewer resignations.



HOW CAN YOU IDENTIFY THE LEVERS THAT WILL INCREASE YOUR EMPLOYEES' LOYALTY?

ASK THEM!

An engagement survey platform such as Amélio can provide solid data on your strengths as an employer and action plans to retain employees.

Multiplying Brand Ambassadors



Internal Ambassadors

Your employer brand's definition can significantly impact your company's products and services. Indeed, if candidates or employees have a negative experience with your company, they may avoid your products and invite others to do the same.

Once again, a company's detractors make more noise than its ambassadors.



External Ambassadors

Needless to say, a strong, positive employer brand can also benefit the perceptions of your external audiences, such as your clients, business partners, investors, or even the general public.

Are you committed to social and environmental responsibility? Is your company using advanced technologies and focusing on innovation? Have you created diversity, inclusiveness, or well-being policies?

These elements can speak volumes to clients or shareholders, for example. They can give them confidence that they are dealing with a healthy environment and will collaborate with the best resources aligned with their values.

It also increases the chances that they will speak highly of your company!



APPENDIX B

EMPLOYER BRAND VS. HR MARKETING – WHAT IS THE DIFFERENCE?



Is there a difference between employer brand and HR marketing? Yes. Is HR marketing synonymous with employer brand? No. They actually work in collaboration!

Employer brand is innate to a company, meaning its founders initially established it. It then evolves over time and through interactions between its members. It is the foundation of an organizational identity as an employer.

The *Ordre des CRHA* defines HR marketing as "the interweaving of human resources activities such as staffing and organizational development with marketing and communications."

In other words, it means adapting marketing and related messages to serve human resources, such as recruiting new candidates or company growth.

HR marketing aims to bring the employer brand to life, clarifying and promoting it through various promotional strategies.

It highlights what the company offers its employees and what is its employer positioning compared to other companies to attract, engage, and retain talent.

HR Marketing Prerequisites

Before embarking on a major HR marketing initiative, it is essential to define certain elements:

Your Employer Brand

Identifying your brand is crucial to its success. To do so, we recommend you follow our advice.



To learn all about employer brand and its components, read *The Employer Brand Components* on page 5!

The Ideal Employee Persona

Who do you want to reach? What are your ideal candidate's characteristics? Based on this information, you can identify the right strategies to effectively target these people in your recruitment process.

An HR Marketing Plan

This plan must include objectives that will be attained, as well as indicators to assess progress, actions, and budgets (when appropriate).



Implementing an HR marketing strategy requires several actions, one of which is maximizing your online recruitment.

Read this comprehensive guide to learn more about this topic.

Briefly, employer brand and HR marketing are distinct concepts. Still, they collaborate to raise your company's profile and enable you to recruit the best resources to help you attain your organizational objectives.