



COALMARCH
by WORKWAVE®

EMPLOYER BRANDING

What It Is & How to Build It for Your Business

Any field service business owner knows what a challenge it can be to find and keep qualified employees. It's even harder in today's ultra-competitive employment landscape, where the top candidates are often not only looking for a job but also for a company that aligns with their values, offers a positive work culture and provides opportunities for growth and development.

This is why having a strong employer brand is so important. Just as you craft your image to attract customers, you can apply the same principles to entice potential job candidates. The employer brand lies at the heart of this strategic approach, helping you differentiate yourself from your competitors and build a positive reputation as an employer of choice.



INTRODUCTION

WHAT IS AN EMPLOYER BRAND?

An employer brand is like the personality your company wears to attract and retain top talent. It's not just about the job you're offering; it's the overall vibe, reputation and unique perks that make your workplace stand out. Picture it as the way your organization introduces itself to potential hires — what you bring to the table, your values and how you fit into the professional world. But it's important to note that your brand is not a static thing – it should evolve as your company grows. What resonated when you were a million-dollar startup might need a refresh when you hit that five-million-dollar milestone. In a nutshell, it's the magic potion that reduces hiring headaches, speeds up the recruitment process and keeps your employees happy – but only if it's genuine and true to who you are.



WHY IS EMPLOYER BRANDING IMPORTANT?

Employer branding is like the secret sauce that makes your company irresistible in the job market. It matters because it's not just about filling job slots; it's about attracting the right talent that aligns with your company's culture and values. A strong employer brand can work wonders – it trims down hiring costs, speeds up the hiring process, and, if done right, becomes a magnet for keeping employees happy and committed. Think of it as your company's reputation in the talent world – a good one makes potential hires excited to join your team and your existing employees proud to stay. It's the difference between being just another workplace and becoming the workplace everyone wants to be a part of.

BUILD YOUR BRAND

UNDERSTANDING YOUR EMPLOYER VALUE PROPOSITION

Creating a compelling employer brand starts with your unique Employer Value Proposition (EVP). Developing your EVP is a strategic process that outlines the elements that make your company a great employer. Here's a step-by-step process:

1 SELF-REFLECTION

Begin by conducting a thorough internal analysis. Understand your company's mission, vision and core values. Identify what sets your workplace apart and makes it a great place to work.

2 EMPLOYEE INPUT

Talk to your current employees – get their perspectives on the workplace culture, benefits and what they value most about working for your organization.

3 IDENTIFY UNIQUE OFFERINGS

Pinpoint your organization's distinctive perks, benefits and opportunities. This could include flexible work arrangements, top-of-the-line pay and benefits, professional development programs, a vibrant company culture or unique employee recognition initiatives.

4 ALIGN WITH COMPANY GOALS

Ensure that your EVP aligns with the overall goals and objectives of the company. The EVP should reflect the organizational values and support the broader mission, creating a cohesive narrative that resonates internally and externally.

5 COMPETITOR RESEARCH

Investigate what other companies in your industry offer as part of their EVP. Identify gaps or opportunities to differentiate your employer brand. Understanding the competitive landscape helps in crafting a unique proposition.

6 CRAFTING THE PROPOSITION

Develop a clear and concise statement that encapsulates the essence of your EVP. This statement should articulate the value employees receive by being part of your organization. Focus on what makes your workplace a destination of choice.

7 TEST AND REFINE

Test your EVP with a sample audience, including current employees and potential hires. Gather feedback and refine the proposition based on insights received. Ensuring that the EVP genuinely resonates with your target audience is crucial.

8 INTEGRATION INTO COMMUNICATION

Incorporate your EVP into various communication channels, including your careers website, recruitment materials and internal communications. Consistency in messaging helps in reinforcing the employer brand.

9 SHOWCASING THROUGH STORIES

Use real stories and employee testimonials to showcase how the EVP translates into a positive employee experience. Authentic storytelling adds credibility and connects emotionally with your audience.

10 CONTINUOUS EVALUATION

Your EVP should evolve with the changing needs of your workforce and business environment. Regularly assess and update your EVP to stay relevant and aligned with the evolving aspirations of employees and organizational goals.

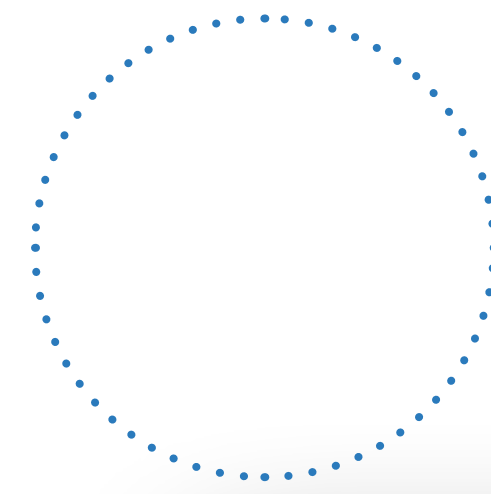
SHARE YOUR BRAND

Once you've nailed down your EVP, it's time to start telling your company's story – crafting a narrative that resonates with potential hires and provides a genuine glimpse into the heart and soul of your company. Here are some effective ways to bring your brand to life:



PHOTOS

Visuals speak louder than words. Incorporate compelling photos that showcase your workplace culture, team dynamics and the day-to-day life of your organization. Whether it's team-building events, office celebrations or candid shots of employees at work, these visuals give a human touch to your brand.



VIDEOS

Create engaging video content that introduces key team members, highlights your company's mission and offers a virtual workplace tour. Video is a powerful medium to convey the personality and vibe of your organization.



STORYTELLING

Craft compelling narratives that go beyond facts and figures. Share stories that reflect your company values, milestones and the impact your team makes. Personal anecdotes from employees about their journey within the organization add authenticity and relatability.



SHARE YOUR BRAND

THINGS TO KEEP IN MIND



BE AUTHENTIC

Authenticity is the linchpin of effective storytelling. Avoid embellishments and present a genuine portrayal of your company culture – your audience can tell if you're faking it. Authentic stories resonate with audiences and build trust, a cornerstone of a strong employer brand.



MAKE IT UNIQUE

Set your brand apart by showcasing what makes your workplace truly unique. Whether it's a quirky tradition, a special employee perk or a distinctive aspect of your company culture, emphasize the elements that differentiate you from the crowd.



INCORPORATE EMPLOYEE VOICES

Your employees are your brand ambassadors. Incorporate their voices in your storytelling efforts. Share testimonials, interviews or feature employee spotlights to provide firsthand insights into the employee experience.



INTEGRATE STORYTELLING ACROSS PLATFORMS

Infuse storytelling into your job descriptions. Instead of a dry list of responsibilities, share the story of the role within the context of your company's larger mission. Help candidates envision their potential impact and contribution.

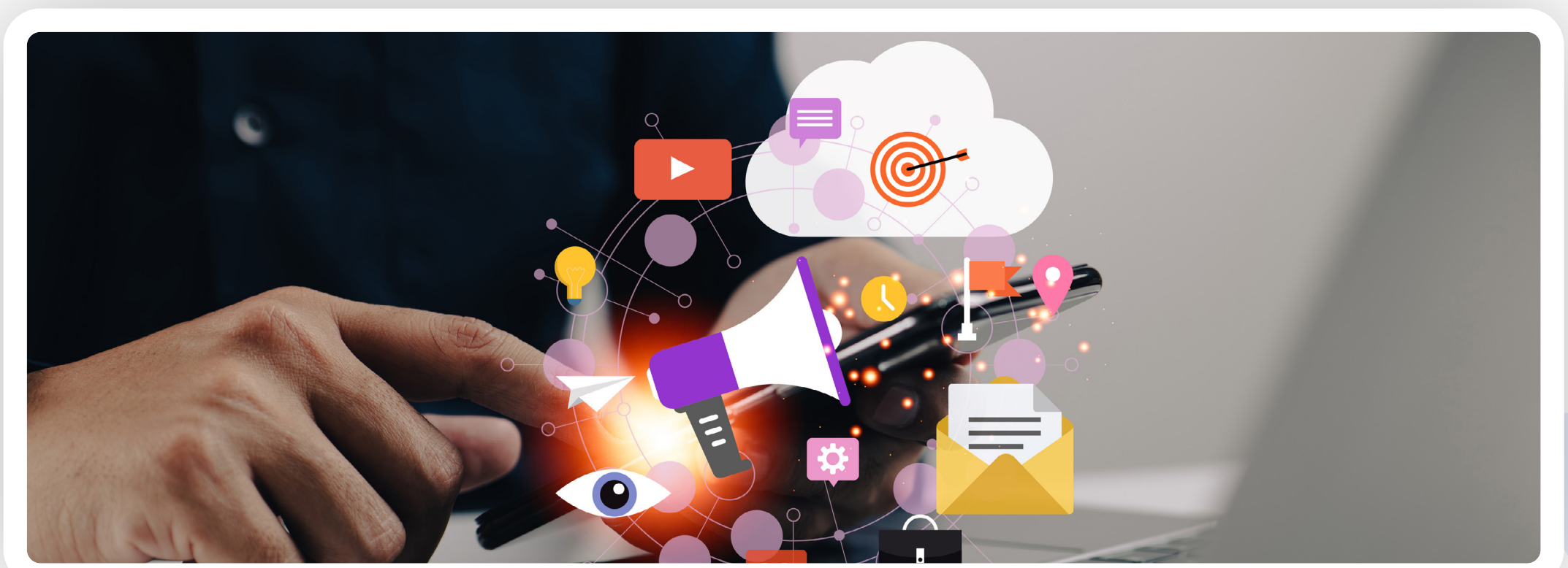
Your company's website is a central hub for employer branding. Create a dedicated section that narrates your story with visuals and videos. Ensure that your brand message is seamlessly integrated into the overall design and content of the site.

Leverage internal communication platforms like a company newsletter or intranet. Regularly feature stories that highlight employee achievements, team collaborations and the unique aspects of your workplace culture.



REVIEWS

Reviews are not just important for generating new business – research performed by LinkedIn showed that 75% of job seekers check out a company's reputation before applying. Encourage employees to share their experiences on review platforms. Positive reviews contribute to a favorable employer brand. Address negative feedback transparently and use it as an opportunity to showcase your commitment to improvement.



AVOIDING PITFALLS

AVOIDING COMMON EMPLOYER BRANDING PITFALLS

There are a few common mistakes companies make when they're trying to create their employer brand. [Here are some of the top ones – and what you can do to avoid them:](#)

NOT BEING TRUE TO YOURSELF

One of the most significant mistakes companies make in employer branding is being inauthentic. Authenticity is key to building trust with both current and potential employees. When companies try to portray an image that doesn't align with their true values and culture, it can lead to dissatisfaction and a high turnover rate.

HOW TO AVOID IT

Be honest about your company culture, values and work environment. Highlight the unique aspects that make your organization a great place to work. Authenticity resonates with candidates who are looking for a genuine and transparent employer.

READY TO TELL YOUR EMPLOYER STORY?

A strong employer brand attracts top talent and fosters a positive workplace culture and employee engagement. Position yourself for growth and long-term success as a coveted place to work.

NOT CATERING TO YOUR TARGET AUDIENCE

Understanding your target audience is essential in any marketing strategy, and employer branding is no exception. Failing to identify and cater to your ideal, realistic candidate can result in mismatched expectations and dissatisfaction among employees.

HOW TO AVOID IT

Define your target audience by considering the skills, values and characteristics that align with your company culture. Tailor your employer brand messaging to appeal to the specific needs and aspirations. This ensures that you attract individuals who are a good fit for your organization.

NOT REEVALUATING YOUR BRAND OFTEN

Employer branding is not a one-time effort. Companies evolve, cultures change and employee expectations shift over time. Failing to reassess and update your employer brand regularly can lead to a disconnection between your branding efforts and the current reality within your organization.

HOW TO AVOID IT

Regularly evaluate your employer brand to ensure it accurately reflects the current state of your company. Collect employee feedback, stay attuned to industry trends and be proactive in addressing discrepancies between your brand image and the employee experience.

BELIEVING YOU ARE IN COMPLETE CONTROL

In this age of social media and employee reviews, your brand image is not solely dictated by you. Ignoring external perceptions and feedback can be detrimental to your employer brand.

HOW TO AVOID IT

Embrace transparency and actively engage with both positive and negative feedback. Use feedback as an opportunity to make improvements and demonstrate a commitment to employee satisfaction. Being responsive and adaptable to criticism can enhance your employer brand's credibility.

[CLICK TO TELL YOUR STORY TODAY!](#)



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