



You Are What They Think: How Companies Invest and Measure the Impact of Employer Branding

PeopleScout:
Your Global Talent Partner
From Now to Next

May 7, 2019

Introduction

Employer branding has a significant impact on hiring, says 72% of worldwide recruiting leaders in a LinkedIn report

85% say that the impact of employer brand extends way beyond the hiring process

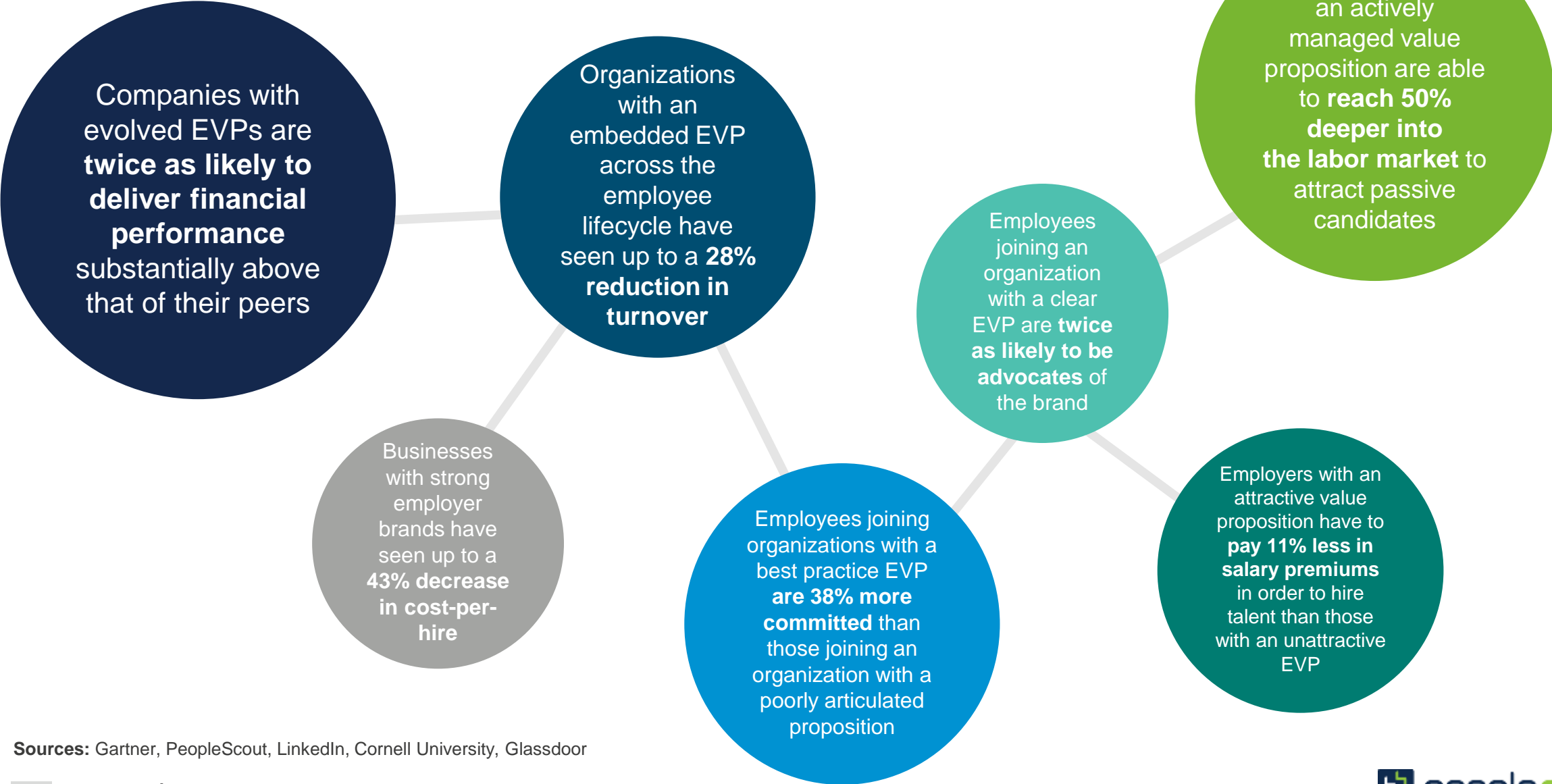


Q4 2018 Gartner research put talent shortages as the top risk up, from 3rd in Q3

The same report states only 1 in 4 HR leaders use analytics to understand why people choose their company.

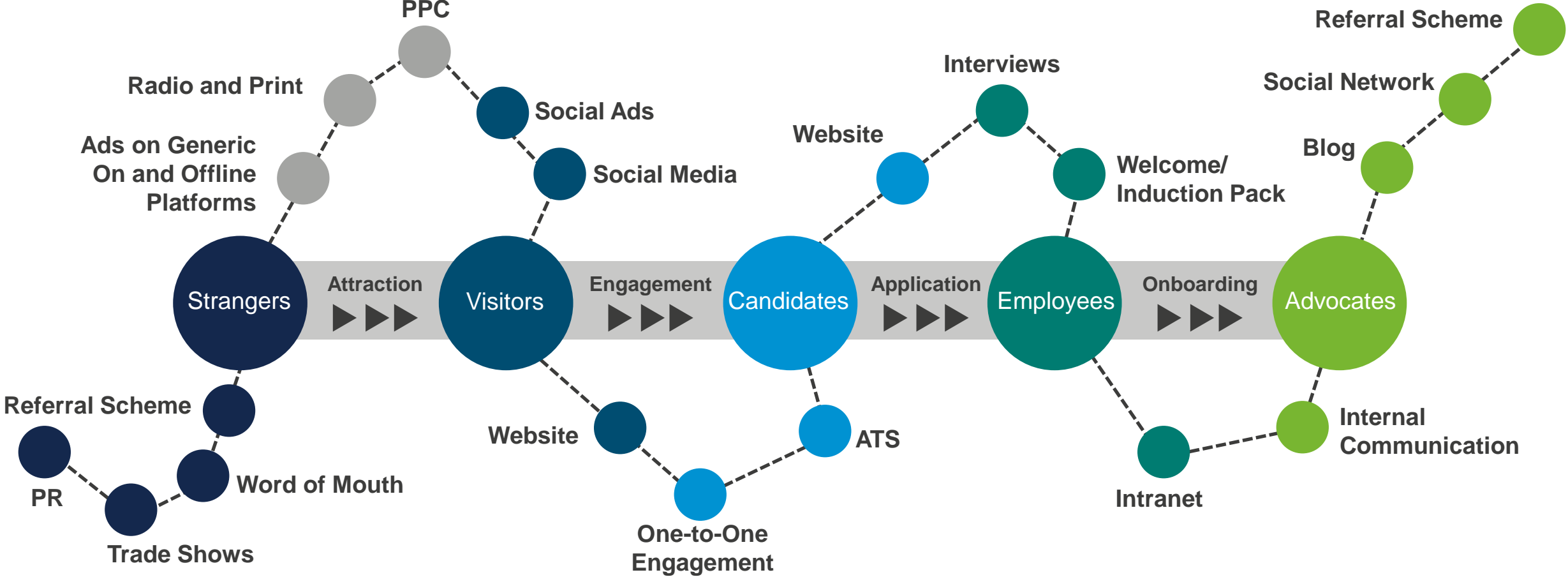
Mercer's Global Talent Trends 2019 highlights the need to create a brand proposition that attracts the talent you want.

What is the impact for the business?

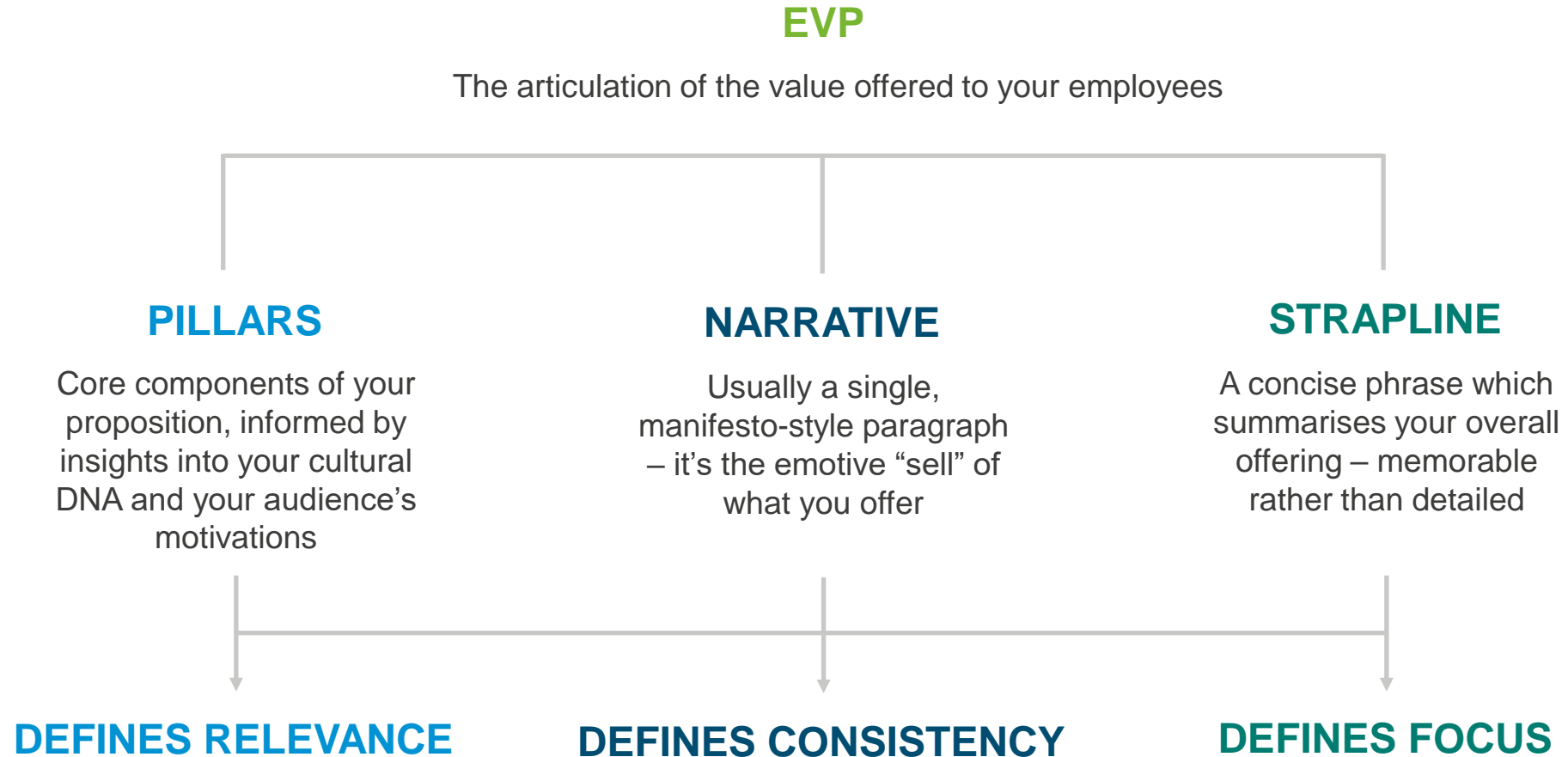


Sources: Gartner, PeopleScout, LinkedIn, Cornell University, Glassdoor

The Employer Brand Landscape



The Elements of a Successful EVP



High Priority Indicators



01

HR, TA & Marketing share responsibility



02

Double the activity to help manage the brand



03

Underlying effort to differentiate from competitors but a sense of mixed results



04

Increased budget and more often a specific EB budget



05

Encourage employee advocacy through internal communications

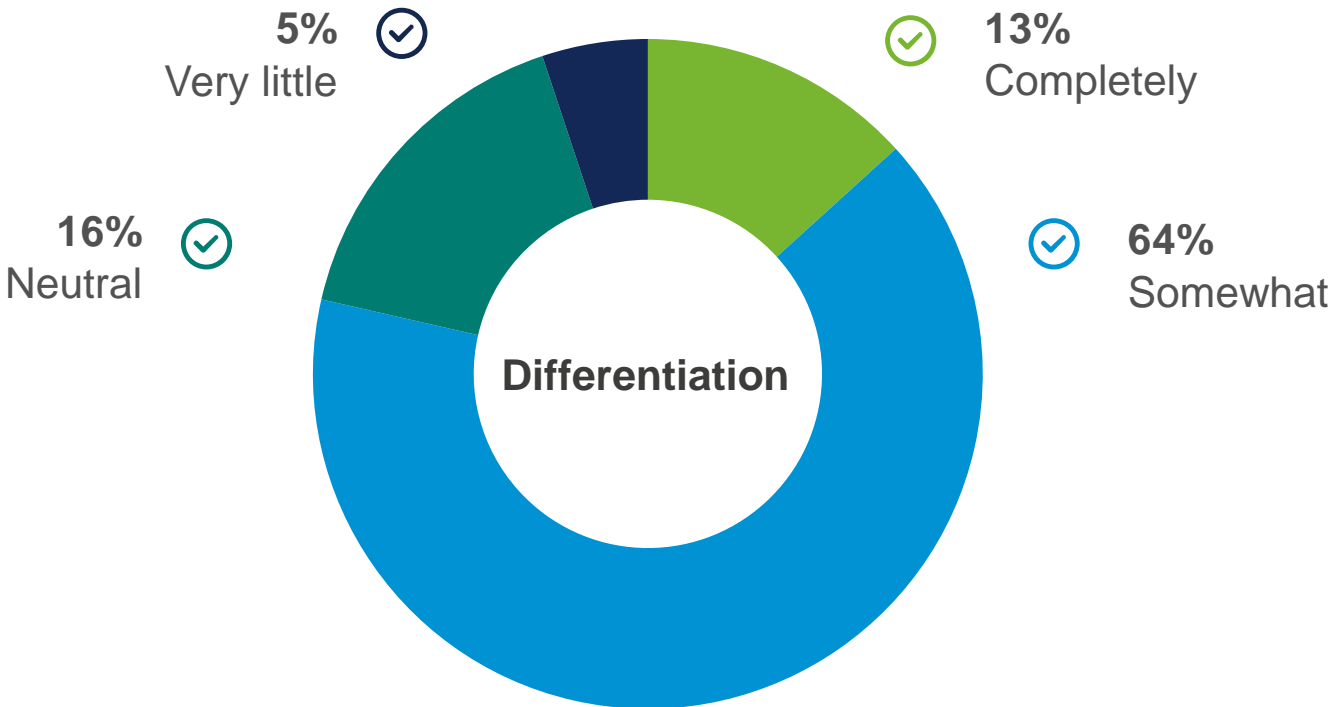


06

Measurement is important to share success and focus efforts

Differentiation

Extent Employer Brand Distinguishes Companies Among Competitors

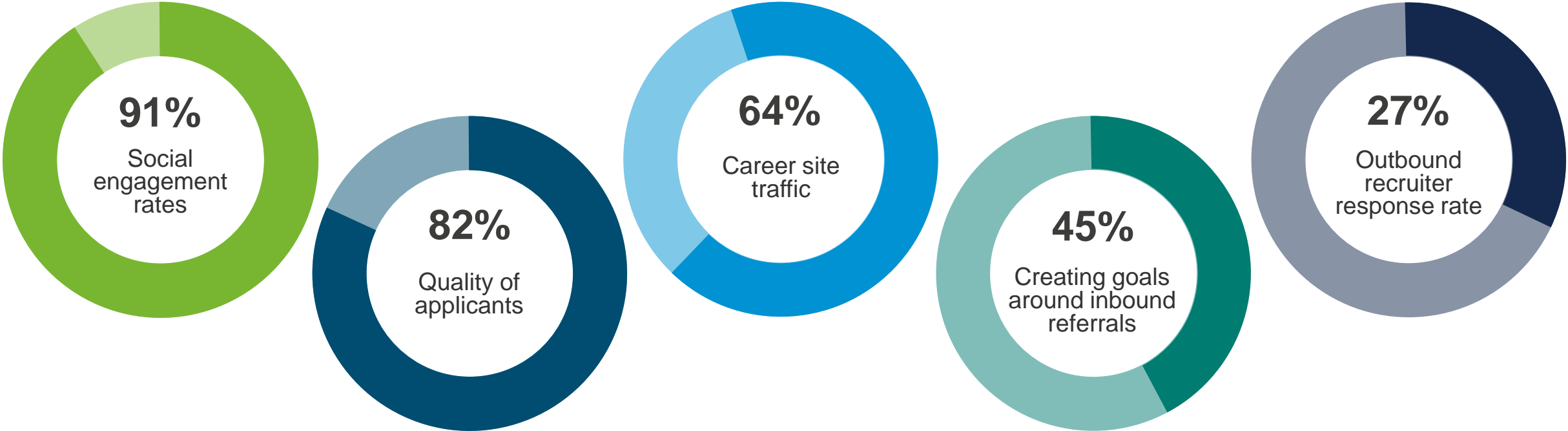


An astonishing 87% of respondents do not believe that their employer brand completely distinguishes them in the talent market

Measurement

Despite the priority of employer branding and the growing investment from many organizations only 20% have established metrics

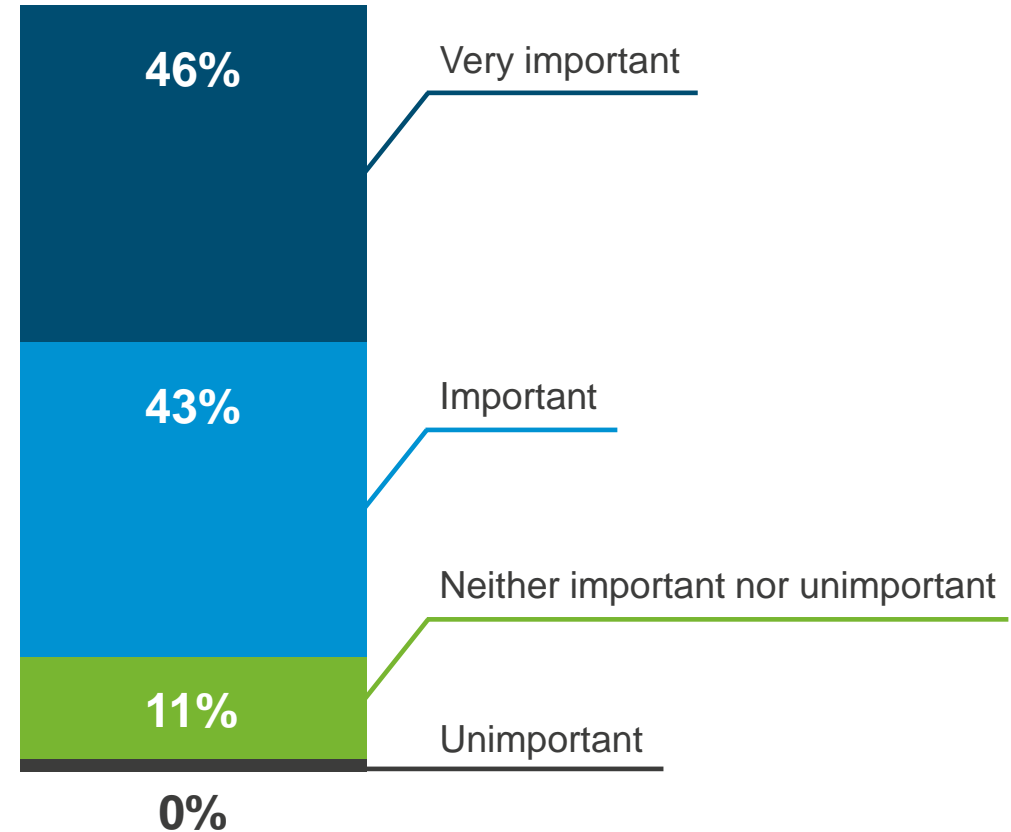
Measuring the Impact of Employer Branding Activities



Talent Acquisition

- >> 0% unimportant!
- >> Drives quality of hire (82%)
- >> 91% see social media engagement as a key measure of impact
- >> Successful employer branding will unlock the power of referrals
- >> Careers website analytics also provides insight into brand impact

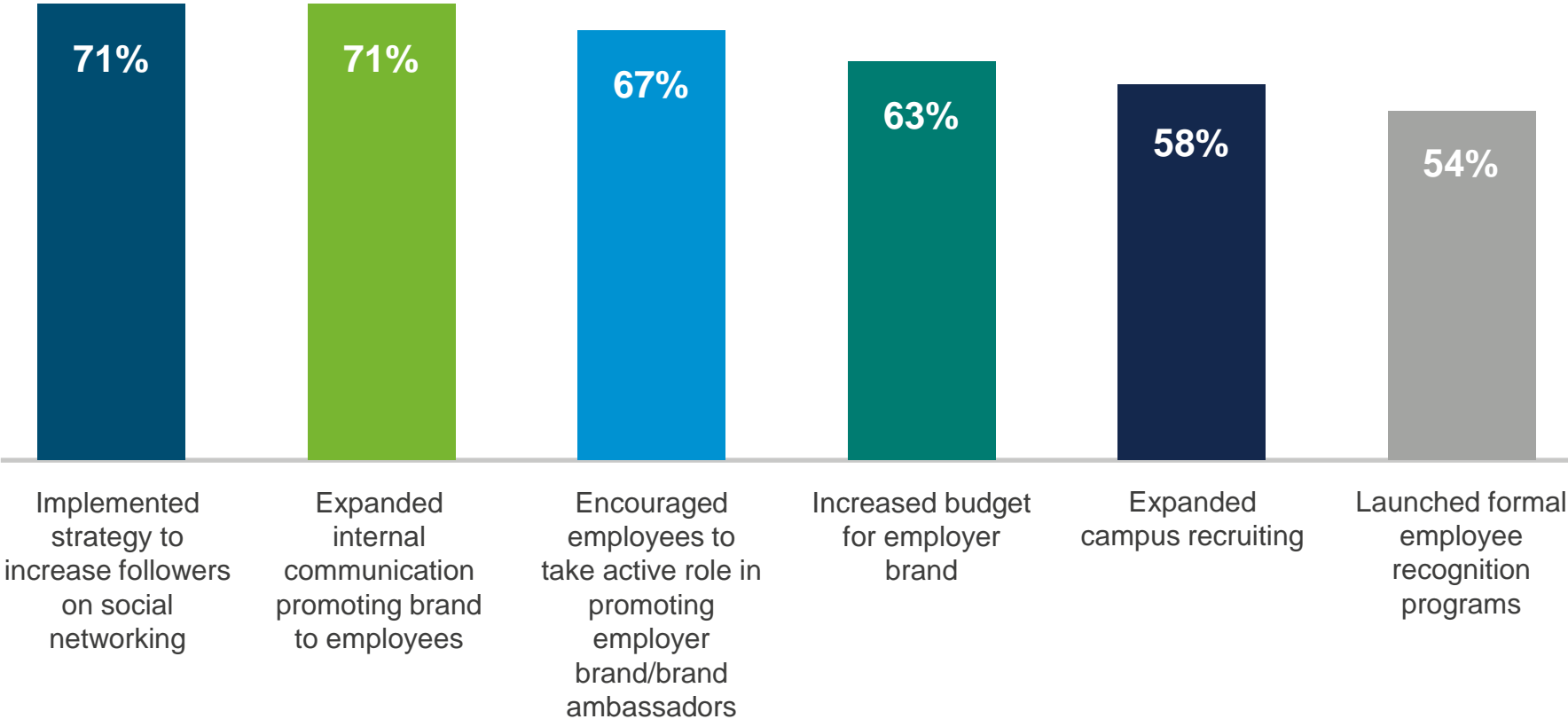
Importance of Employer Brand in TA Strategy



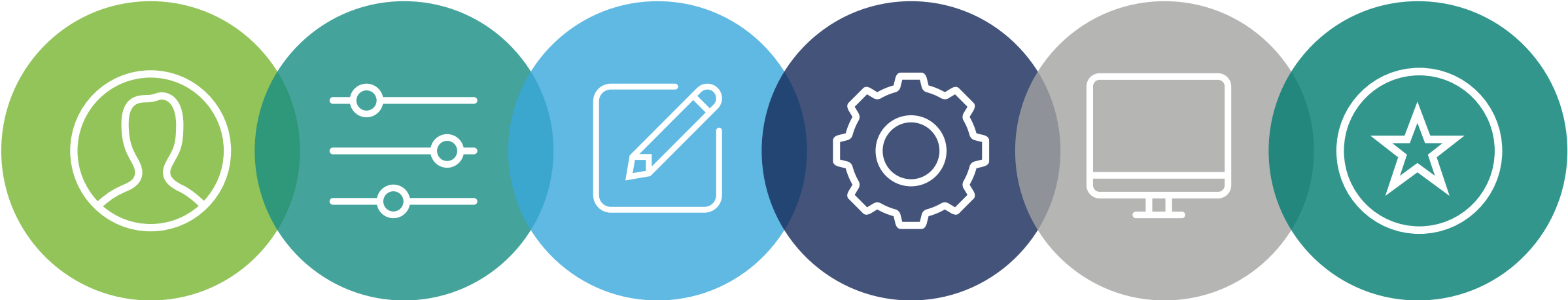
Brand Building Activity Undertaken by High Priority Organizations

Internal investment areas are deemed as important as many external activities.

Ways Companies Have Invested



Employer Branding Priorities



Social Media

Over 70% invest in building a social media strategy

Rank

The higher organizations rank the priority of employer branding, the more they allocate investment

Candidate Experience

Ensuring the candidate experience is representative of the employer brand is a key investment area for more than half of the respondents

Activity

Many organizations see their campus activity as an important audience to amplify their employer brand

Website

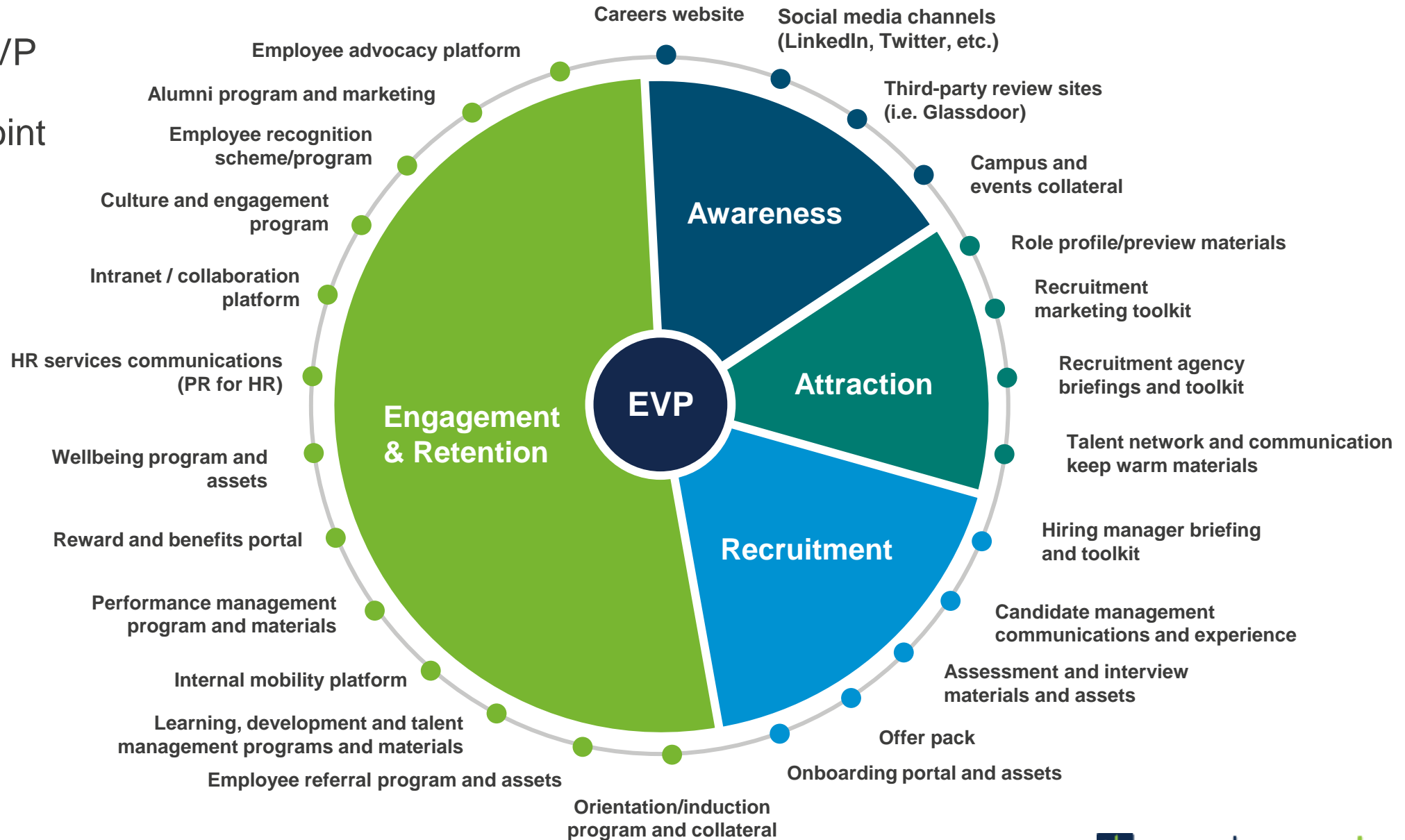
Surprisingly few organizations see their website as an opportunity to share their brand ethos

Promotion

There is strong focus on promoting the employer brand to the internal audience

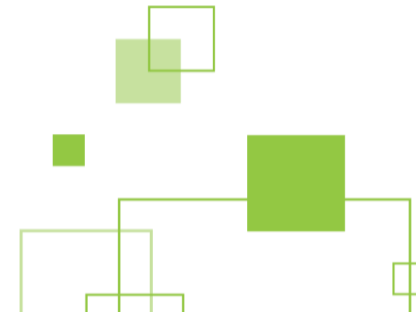
Deploy

Embedding the EVP across every employee touchpoint





YOUR GLOBAL
TALENT PARTNER FROM
NOW **TO**
NEXT





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