

Maximizing Employer Branding in 2022

by Mary Cloonan

It's 2022, and employer branding is becoming increasingly important as firms compete to attract and keep the talent they need. In the age of ad obliviousness and worldwide information access, your brand is everything. It's what makes you stand out to a shrinking pool of experienced candidates, and it's what will drive you to become a viable option in a sea of gig-based work.

Employer branding can help you attract the best talent, and it can also make your business more attractive to potential buyers. If you're looking to maximise your employer branding strategy, you've come to the right place.

Here, we dive into the importance of employer branding, and explain what you need to do to make the most of your opportunity to shine.

The Importance of a Robust Employer Branding Strategy

Without a strong employer branding strategy, your business could struggle to attract the best talent or even become unsellable. In your arsenal of tricks, employer branding is a powerful tool that you simply can't do without.

The right strategy has the power to attract and retain talent, but it also makes your business more attractive to potential replacements or buyers. It is a critical part of your succession planning strategy, so you need to make the most of this opportunity.

To summarize, the following are just some of the advantages of employer branding:

- **Lower Employee Turnover**
When employees are happy and proud of where they work, they're less likely to leave.
- **Improved Recruitment**
Employer branding makes it easier to find qualified candidates because your firm will be seen as an attractive place to work.

- **Increased Employee Engagement and Loyalty**

When employees feel like their voices are heard and that they are part of something bigger than themselves, they're more likely to stay on and become loyal to your brand.

- **Build Credibility with Customers**

Employer branding shows that you're a responsible employer, and it can help build trust with customers.

- **Increased Competition**

Employer branding helps your firm compete for the best candidates in your industry.

- **Higher Employer Reputation**

Employers with strong employer brands are seen as leaders in their industry and can attract talent from across the board.

- **Increased Sales Opportunities**

Employer branding helps employers find buyers for business units or services because of your high reputation within the market.

- **Lower Cost-Per-Hire**

By improving your recruitment process, you can reduce the amount you spend on hiring new employees.

As the number of experienced candidates shrinks and competition for talent heats up, hiring is becoming increasingly difficult. In order to attract the best talent, you need a strong employer branding strategy in place. This will help you stand out from the crowd and show potential employees that your business is a great place to work.

If you're looking to maximise your employer branding, you need to ensure



that your strategy is robust and well-executed. The following tips will help you get started.

Constructing an Employer Branding Strategy Fit for 2022

When it comes to branding, what you say and how you do it matters.

Employers that can balance their actions with the messages they want to convey will see much more success than those who rush into things or don't take this aspect of business seriously enough.

Employer branding is a powerful tool for recruitment as well as attraction, so you need to do it well.

A solid strategy takes time and resources, which means that planning ahead will save everyone's sanity further down the line.

Next up, we outline valuable tips for constructing a strong employer branding strategy for 2022.

Conduct an EVP Assessment

The first step in any employer branding strategy is to conduct an Employer Value Proposition (EVP) assessment. This will help you understand what your business offers, and how it stacks up against the competition.

Your EVP should be based on deep insight into your employees' needs, so that you can ensure that they're met before and after they join your company.

Once you have a good understanding of your EVP, you're ready to move on

to the next step: a dedicated digital presence.

Creating a Dedicated Digital Presence

In order to maximise your employer branding strategy, you need to create a dedicated digital presence. This will help you reach potential employees where they are spending the majority of their time: online.

Your website and social media platforms should be designed with employer branding in mind. They should showcase your company culture, values, and benefits in a way that engages potential employees.

It's also essential to ensure that your website is up-to-date and user-friendly. If it's not, you could be losing out on potential talented applicants.

Personalise the Employee Experience

One of the most critical aspects of employer branding is personalising the employee experience. This means creating a customised onboarding process that makes new employees feel welcome and appreciated from day one.

It would help if you also went out of your way to ensure that employees have everything they need to succeed in their roles. This includes providing access to training and development opportunities, as well as a range of benefits that meet their needs.

By personalising the employee experience, you're showing your employees that you care about them and want them to be successful. This will help keep them engaged and motivated, which is essential for long-term success.

Be Ready for Change

If the last two years have taught us anything, it's that change comes quickly, and with it, agile firms will flourish.

One occurrence may shatter the confidence of prospects and employees, leaving you out of date and behind the curve as a business. Recruitment is a volatile business; to retain top talent, your employer brand must be able to adapt.

Never allow your employer brand to become stagnant. Continuous evaluation and improvement are crucial to success. Constantly look for new ways to reach your target audience and be willing to change with the times. You should continuously improve how you express your message and establish what makes you distinct. As your business expands, so will the qualities that make you unique.

The best employer brands are those that can stay ahead of the curve and keep up with the ever-changing demands of the market. Employers who are able to do this will be well on their way to success in 2022.

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Top Employer Branding Examples

By now, it's clear that employer branding is extremely important to both organizations and job seekers. As a result, companies are doing everything possible to implement the appropriate techniques in order to recruit qualified people. In fact, according to a Glassdoor poll, approximately 84 percent of potential candidates check a company's reputation online before deciding whether or not to submit an application. This tells us that not only is employer branding vital to recruiting the best talent, but it's also necessary for a company's online presence.

In order to get an idea of what successful employer branding looks like, let's take a look at some top examples:

- **Netflix**

Netflix is known for its unique company culture and employee perks. They work to maintain a reputation of being an employer that values their employees and invests in them. The company's website will provide information about how much it values its staff. You'll be astounded by their strong culture and active work environment.

- **Spotify**

Spotify has taken things a step further in terms of making its corporate brand more exciting and desirable. Their careers page includes elements from their corporate culture, values, and overall talent brand. They even have a section that showcases the work/life balance they offer employees. It's evident that Spotify has put in a lot of effort to create an employer brand that stands out from the rest.

- **Google**

Google is the rockstar of employer branding. Employers everywhere are trying to imitate the perks and benefits they offer employees. Employer branding is about creating a positive experience for your team, both internally and externally. Google does this by providing a great work culture, competitive salary and benefits, and opportunities for employees to grow. They've even created an online learning platform called Google Academy.



- **Canva**

Canva is an excellent example of building an employer brand that appeals to Millennials. Their careers page includes videos that showcase their culture and employees. This makes it easy for potential candidates to get a feel for what it would be like to work at Canva. They also focus on the importance of work/life balance and offer flexible working arrangements.

Each of these companies has implemented different strategies, but they all have one thing in common - they've succeeded in creating a great employer brand. Employers who are able to do this will be well on their way to success in 2022 and beyond.

Final Thoughts

As you can see, there are several ways to maximize your employer branding strategy in 2022. The most important thing is that it's done well and with care.

It's imperative to keep in mind that ignoring the branding of your firm or business isn't wise. By not taking the issue seriously, you are telling the market that you don't realize how important this is when individuals are attempting to figure out why you're a viable alternative for their future.

Therefore, it's essential to appreciate what employer branding is, why it matters, what your employer brand says and what steps you can take to build your very own.

These tips and examples will help get you started on the right foot, but if you want more information or advice about how best to execute an effective employer branding plan for your organisation, please do not hesitate to contact us at Marketing Clever.

We'd love to help you implement a great employer branding strategy that allows your company to thrive in the coming years.



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