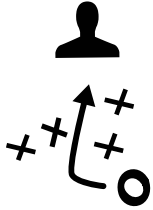




## What the Heck is an *Employment Brand* and More Importantly Why Do I Care?

Your employment brand isn't some high-falootin' marketing exercise. It's also not one of those lofty statements we like to make about why ours is the best place in the world to work. Candidates see straight through those, but they do want to know the truth about what it's like to work for you so they can make an informed choice about whether yours is the right opportunity for them.



### *Connect with People You've Never Connected with Before*

You want to meet top performers, not people who are good at getting hired. The people you want to meet are most likely currently employed elsewhere, but not in love with their job any more. They are typically better performers, more loyal and have better relationships at work. Heck, if they weren't, they would have moved on by now.

Help them find you and let **them** decide whether **you** are potentially a better fit. You'll be amazed who you'll meet.

## Three Critical Concepts for Engaging the *Right* Candidates



### **1** Be Yourself and Look Your Best

You expect your candidates to look their best in an interview. Let's make sure you do too – long before the interview. Just like your corporate image and brand, your employment brand is your face to the outside world, **sending out clear messages about who you are and what you're about**. We can freshen your current look, or if it's time for a make-over, we can handle that too.



### **2** Have Your Best People Tell Your Story

Candidates will believe one of your employees over anything you might say, any day of the week. Let your people tell your story. What matters most to a candidate is what it will be like to work there... who they'll be working with, how they'll be spending their time, what's expected, and so on.

*Make it Easy for the Visitor to **Decide if this is the Right Fit for Them**.*



### **3** Let Them Decide

Your recruitment website is your first opportunity to communicate a clear employee value proposition that lets candidates answer the question, "Do I belong here?"

*The Candidate Should be the First One to Opt in on the Basis of Fit. Our Clients Have Learned Time and Again That **if the Candidate's Not Engaged, the Employee Never Will Be**.*

Your customized recruitment center should share stories and testimonials from real employees to emotionally connect with the right potential employees. Your employment brand – descriptions of what it's really like to work there – fosters your reputation as an employer of choice with the people that you most want to attract.



## Put Your Best Foot Forward with an Employment Brand that is Attractive to the *Right* Candidates

### *Building Candidate Engagement by Branding the Experience*

Your customized recruitment center should share stories and testimonials from real employees to emotionally connect with the right potential employees. Your employment brand – descriptions of what it’s really like to work there – fosters your reputation as an employer of choice with the people that you most want to attract. Your employment brand is simply what your people say it’s like to work there. Check our packages below and choose which one is the right fit for you.

FEATURES AT A GLANCE	LITE PACKAGE	REGULAR PACKAGE	FULL PACKAGE
<b>Employment Brand Design Landing Pages</b> The look and feel of your Hiring Portal. Different candidates and demographic target groups respond to different messages.	✓ ONE	✓ UP TO 2	✓ UNLIMITED
<b>Additional Content Pages</b> Based on Employment Brand Design.	✓ UP TO 2	✓ UP TO 4	✓ UNLIMITED
<b>Employment Brand Discovery</b> You wouldn’t attract a potential candidate to upper management with the same message as an entry-level staff. Let us hone your message both in words and visually, and to attract the right candidates to your jobs.	✓	✓	✓
<b>Employment Brand Analysis</b> Not every organization has a clear picture of what makes the most effective candidate for every role. Our Employment Brand Experts dig deeper by meeting with you and your staff. Through surveys and phone interviews we can form the right message and in the process find the right employees to gather testimonials from.		+	✓
<b>Slideshows</b> Photos show the work environment and let the employees tell the story. Let visitors answer the question, “Do I belong here?”.		✓	✓
<b>Video Testimonials</b> Let your best and brightest tell your stories with Video Testimonials. Not just for your employment portal, you can use these captivating video stories about your business and your people on Twitter, Facebook, YouTube, or anywhere else you want to be noticed.		+	✓
<b>Copywriting</b> It’s copy 'right' not copy 'wrong'. It can be daunting to articulate who you are. Let us get you on message.	+	✓	✓
<b>Cool Stuff</b> Little enhancements provide big attention. We can provide dynamic elements that add shine and polish to your message. We have a toybox of goodies like enhanced navigational menus, and animated call-to-action banners that engage the right candidates and move them to action.		+	✓

ASK FOR QUOTE

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