

EMPLOYER BRANDING

Making a measurable difference to your organisation

WHY DOES EMPLOYER BRANDING MATTER?



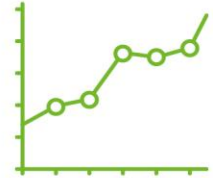
Increasing competition
for top talent



You need to show a
strong ROI on your
recruitment and
engagement activity



You want to keep
and motivate your
best people



You want to develop
a workforce that
performs and delivers

WHAT CAN A STRONG BRAND ACHIEVE?



It can win hearts



It can win minds



It can give you a voice



It can change things

D O N ' T J U S T T A K E O U R W O R D F O R I T

54%

increase in quality of candidate pool, reported by employers that invested in employer branding for influence

67%

of job seekers said they'd accept a lower salary if the company had exceptional reviews online

83%

of businesses agree that employer brands have a significant impact on the ability to hire and retain staff

43%

reduction in cost per hire for employers with strong employer brands

28%

reduction in staff turnover and is twice as likely to drive job consideration as the company brand

S U M M A R Y



Understand what impact
you're looking to make



Set clear KPIs at the
start of the project



Make sure you have
a benchmark to
measure against

THANK YOU



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