



# Your working guide to Employer Brand

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# What is Employer Brand?

# What is **Employer Brand**?

To put it simply, Employer Brand is the general feeling an employee or an applicant has about your company. **It's the way they describe you to their friends and families.** It's how they talk about working at your company – online and offline. It makes up a large proportion of **your reputation**, so if you don't get it right then you'll never fill all those vacancies.

Employer Brand is what **builds the foundations** of your employer branding. It's the **heart of your company – your people.** Employer Branding is the process of then pushing these foundations out to the public through your marketing.

# Employer Brand quick facts:



96% of companies believe employer brand and reputation can **positively or negatively impact revenue**, yet less than half (44%) monitor that impact.

[CareerArc](#)



Employee **turnover can be reduced by 28%** by investing in employer brand.

[Office Vibe](#)



If they had unlimited budgets, companies would like to **invest in employer branding most (53%)**.

[LinkedIn](#)

Employer branding is associated with a desire to become an employer of choice and compete effectively in the war for talent.

[Oxford Reference](#)

**How do I know if my  
Employer Brand needs work?**

Ask yourself the following questions and really take time to consider the answers:

Are people moving onto other companies?

What are our retention rates like?

What would my top performers do if they were approached by someone else?

Why would people go to other companies and not come to mine?



# It might also help to consider these points...

Think about your last recruitment drive.

**Did you fill the vacancies straight away or did you have to revisit the list of needs and desires?** If you did, then that could be down to the simple fact that the candidate heard better things about the other company.

Ever had a scenario where the candidate can't decide between your company and another? **Did they choose they the other company?** If they did, it's probably because they'd heard better things about that company.





**What can you do to improve  
your Employer Brand?**

# Revisit your company values and culture

If you've got a strong positive culture, where employees believe in the company values and feel part of the business, you'll keep your best employees, boost their productivity, and boost their wellbeing.

Are the values still relevant?

Do they actually mean anything?

Are your team truly living them?

Is the office culture what you hoped for?

## Actions:

- Ask your team how they would describe the culture and how they would want it to change.
- Find examples of a company culture you want to emulate.
- What key values do you look for when hiring? This will help you decide your values going forward.
- Which values do you appreciate in others?

**Write down three words to describe your current company culture:  
Be honest!**

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**Write down three words to describe what kind of company culture you want:  
Do you want to be fun? Inclusive? Innovative?**

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**Now, give examples how would you demonstrate these:**

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# Create an Employee Value Proposition (EVP)

Your EVP is a promise you make to your employees. It summarises the benefits and rewards available to employees in return for their commitment.

If you already have one, is it still correct?  
Are you following up on the promise?  
Do your employees like the rewards?

## Actions:

- Ask your team what benefits they would like to see?
- Can you offer other employee benefits such as flextime, work-from-home days, etc?
- Can you realistically keep these promises?

**Write down three benefits that are easy for you to implement immediately:  
For example, a day off on your employee's birthday.**

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**Write down three dream benefits you'd like to offer to your team:  
For example, a day off to work at their chosen charity.**

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# Actually reward employees.

This doesn't have to be monetary, it can be virtually as well. Like a congratulations on a promotion shout out on social media. Sounds simple, but so many businesses don't think about the impact a digital pat on the back can do for morale. You can see an [example here of how Xpand introduced this to Mitchells.](#)

When was the last time you shouted about one of your employees doing a great job? Did you reward them?

## Actions:

- Decide what deserves a reward, smashing a target, completing a certification, or being mentioned by a client?
- Think about reward levels and how your employees can work towards achieving them.

**Write down three types of rewards you can offer your employees:  
Think gift vouchers, early finish etc.**

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**Write down three targets you want to achieve in the next year and what the reward should be for the whole team:**

**Eg - Target: Improve profits by 20%      Reward: Team activity day**

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# Focus on your employee recruitment, induction and retention programs.

Do you have programs and guides in place when recruiting, for inductions and retaining employees? If not these could hugely help you save time and money!

Are they on point?

Do your employees value them?

## Actions:

- Ask your team for feedback on their induction, what would they change?
- Don't just google questions for interviews, actually think about how these questions will influence your choice. DO their values match the companies?



**Write down three values you would want in a perfect employee:  
Think about your company values and how would you describe the perfect employee.**

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**Write down three ways you can retain employees:  
Think about what benefits will help retain them, eg training allowance.**

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# Measure the impact.

Look at brand sentiment statistics, referrals, employee posts and even tools like GlassDoor. You could also ask candidates for their feedback and run internal employee surveys.

What is the overall sentiment of your business?

## Actions:

- Check GlassDoor, Google reviews and other platforms where you advertise jobs. Are these positive?
- What is your job acceptance rate like? Are interviewees choosing your company?
- How often are your employees posting about the company?

**Write down three questions to ask job candidates, to find out more of why they applied:**

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# What is Employee Advocacy?

# What is **Employee Advocacy**?

It's one thing to have employees who are happy and engaged, but **do they talk about your company positively in their own time?** Employee advocacy is basically this.

When your employees talk positively about your company in their own personal space and time, of their own accord, only then will you have achieved employee advocacy in its truest form.



**'A sales leads generated by employee advocacy are seven times more likely to close'**

The Marketing Advisory Network

**What Employee advocacy isn't about is telling employees what to do.**

**We hear this a lot when speaking to clients. "I told them to share the post but they didn't." Well, why would they?**

**Employee Advocacy is about giving employees things they want to share in places like their private social media platforms, and are delighted to do so.**

**Don't forget these are their private spaces, and it's likely the majority of their communities aren't going to be that interested in what they do at work.**

# Invest in an Employee Advocacy program.

Employee advocacy is when your team promotes the business. This promotion can happen online or offline, but in 2023, the best way to do this is online.

How often is your team posting on social media about your business?

## Actions:

- Do you have a social media policy in place? If not setting one up and having one in place can save headaches later down the line and help your team understand what they can and can't post.

**Write down three things you want your team to talk about on social media:  
Does this include your values, client reviews, achievements from within the business.**

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**Write down three ways to encourage your employees to post about your business:  
Think about incentives etc.**

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**Examples of how we've achieved  
employer brand success**

# Mitchells of Mansfield

A family haulage company with over 50 years of experience readjusted their marketing strategy to solve their recruitment problem.

Brexit created a recruitment problem for Mitchells. This led to a slight adjustment in our social media strategy.



# How did we solve this problem?



We included more behind the scenes content, with a particular focus on their employees.



Delivered LinkedIn training to their team so they felt empowered to talk about the company and use this as a sales generation tool.



We embedded the foundations of an employee advocacy programme.



Created a video strategy including on site video testimonials from employees.

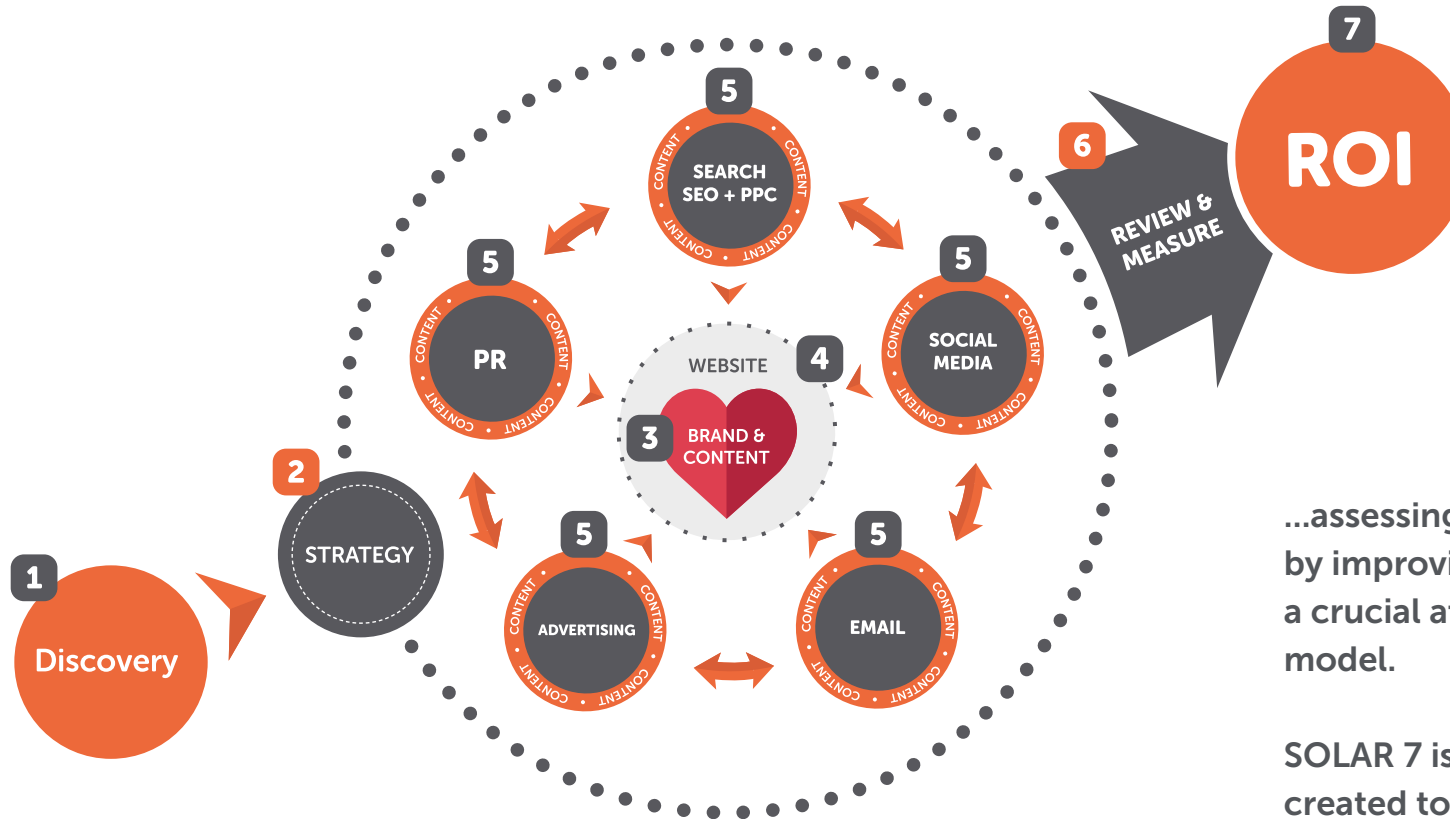
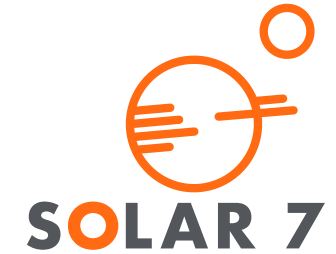
“

There's a great amount of employee advocacy that makes people want to be employed by Mitchells. They want a job here, they know they're going to be treated differently, they know they're not just a number. We have a number of people queueing for driver jobs now.

”

Richard Montgomery, MD of Mitchells

There are **seven stages** to achieving a return on investment on your marketing.....



...assessing your brand and content by improving your employer brand is a crucial at stage 3 in the SOLAR7 model.

SOLAR 7 is a process we have created to help businesses achieve their **marketing goals**.

To learn more about SOLAR 7, visit [www.xpandmarketing.co.uk/solar-7](http://www.xpandmarketing.co.uk/solar-7)

## Book a discovery call today

This guide has been created to help you understand how improving your employer brand can assist your marketing strategy and how it can help you make a return on investment.

If you would like more guidance with understanding with employer brand or have any questions, contact us and we'll be glad to help.



# We hope you find this helpful!

This is just one tactic you can use for your marketing strategy.

If you'd like to learn more, speak to one of our team!

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