

Pocket Guide

Turn Your Employer Brand into a Growth Driver

How to Build a Unified Brand



Brands that get talked about — at all the moments that matter

Imagine that you meet someone at a party or an event and ask them where they work. If it's a brand that you recognize and which means something to you personally, then you'll probably have lots of follow-up questions. You'll want to know about the experience of working there, what the culture is really like, how the employee contributes to the products or solutions you might buy, and what the company's latest innovations are. You may also want to know about what the company is doing for the environment, its values, and how it's supporting the communities and countries it operates in.

If you've never heard of that company, or it's not a brand you relate to or regard as a leader in its space, you're far less likely to ask those questions. You're far less likely to elicit the information that could lead you towards considering working for that business in the future — or consider buying its solutions.

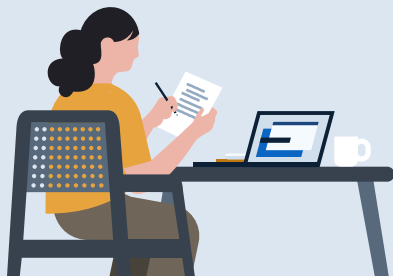
This scenario encapsulates why businesses are increasingly taking a more unified approach to brand. They are bringing together and aligning the three dimensions of those brands: consumer (whether B2B or B2C), corporate and employer. They are putting their brand DNA (their values and the essence of who they are) at the heart of how they communicate to each of these audiences. This multiplies the impact of each dimension of their brand — and multiplies the opportunities for them to contribute to growth.



How the pandemic brought employer and customer brands closer together

The pandemic muddled both economic and social norms and changed people's expectations of the brands they work for and buy from. This combined with the broader application of the latest marketing principles, strategies and tactics means that employer brands, consumer (B2B and B2C) brands and corporate brands are more closely aligned than ever before. There are similarities too in what potential employees, prospective customers, and other stakeholders are looking for from a business:

They want to align with businesses that share their own values.



They need to feel a connection throughout digital buyer or candidate journeys.



They need a sense of community even when they don't deal with you (or their colleagues) in person.



They are seeking reassurance and support.



Brands target audiences at scale — and the audience for employer brands has never been broader than it is today. The rise of remote working and competition for skills means that your business needs to engage candidates across locations and backgrounds. Employer brands' reach and influence is massively multiplied when they are aligned with the other brand campaigns that your business invests in.

The evolution of employer branding

The birth of Employer Branding

In 1990, Simon Barrow published “The Employer Brand,” which promoted what was then a radical idea: “to bring the best of brand management to people at work.”



Great place to work

Most organizations focused their employer branding efforts on becoming better known as a great place to work and wanted to make sure their employer brand was as appealing as possible. In 2010, Elon Musk recorded himself touring his SpaceX office, talking with employees about their work and showing off some high-tech office designs (for the time), which inspired other companies to follow suit.

Defining your EVP

But “branding for appeal” was not enough. Up until just recently, candidates were in the era of choice. Loyalty decreased and defining the unique attributes of working for an organisation became more important.

Beyond being externally recognised as a great place to work, having a clearly defined Employee Value Proposition became paramount.

Candidates, first

A 2014 CEB trends study pointed to a shift toward influential branding. This was a distinct move away from telling candidates what to do and toward guiding and influencing them to apply to your organisation.



The evolution of Employer Branding (continued)

The age of video

As technology improved, we saw an increase in video as dominant form of content for branding and engagement. Candidates want employers to show them what it's like to work or their organisations. In 2018, Elon Musk ignited his employer brand once again, this time by giving a tour of his Tesla manufacturing plant. The video garnered 6X the views of his groundbreaking SpaceX office tour — a result of elevated video quality, structured interview topics, an influential executive, and a now famous brand.



The “Conscious Candidate”

In 2020, we see the rise of the conscious candidate. It's no longer enough that the job itself matches a candidate's needs. They are seeking accountability from companies on how they are treating employees, their stance on equity, and their commitment to social responsibility.

Recruitment marketing, talent acquisition, human resources, and employer branding teams all play a valuable role in how a company will move forward and appeal to the conscious candidate.



Aligned & unified

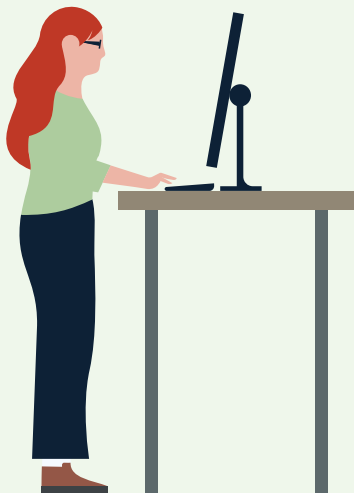
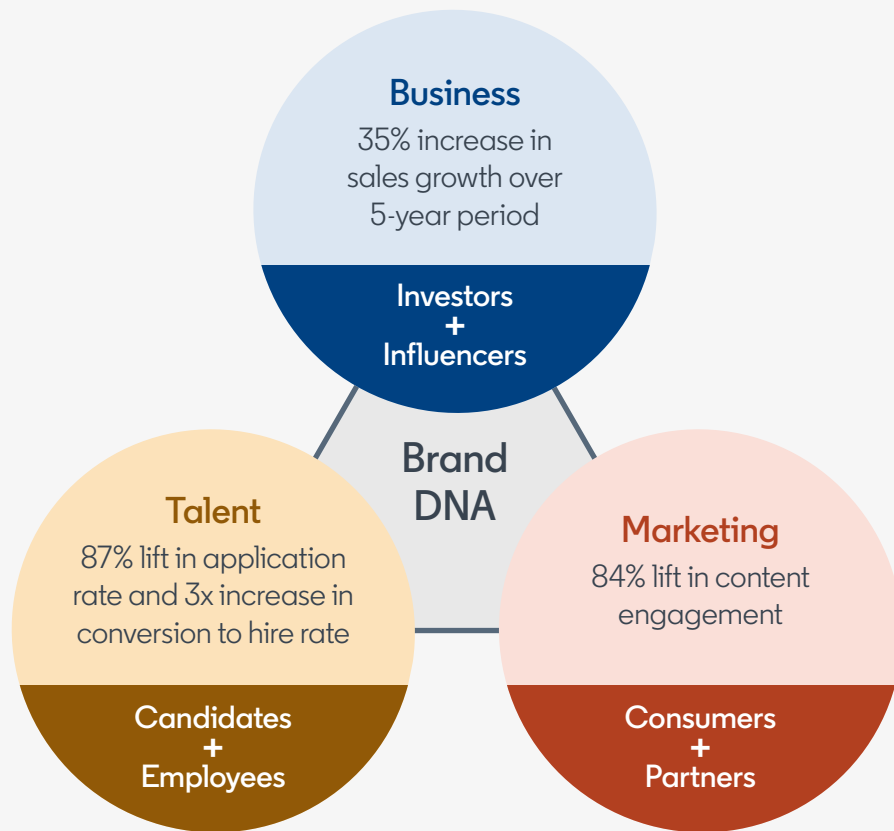
The pandemic muddled both economic and social norms and changed people's expectations of the brands they work for and buy from. Candidates, employees and customers are evaluating companies more holistically than ever. The wider application of the latest marketing principles, strategies and tactics has brought employer brands, consumer (B2B and B2C) brands, and corporate brands far closer together.



The power of unified brands

A study by LinkedIn and the brand strategy and design consultancy Lippincot shows how aligning your employer brand with your consumer (B2B or B2C) brand delivers powerful results.

Unifying your brand increases ROI over time



Amplify your DNA

by identifying consistent core values across corporate, consumer, and employer brands.

Building your employer brand on shared brand DNA

For the world's most successful companies, brand DNA is the single, organizing principle that sits at the heart of their business. It influences every decision they take and captures the key beliefs every audience needs to have.

Identifying a shared brand DNA helps you to develop an employer brand that is consistent with your other brand dimensions.



Your employer brand messages will become more targeted and tailored as candidates move closer to a decision. However, the foundation for this journey is established by your brand DNA.

Whenever candidates encounter brand messages that share this DNA, it reinforces their impressions and motivates them to take the next step. This happens whether the ad or content they see was designed for consumers, B2B customers, investors — or employees themselves.

Your unified brand drives your business success

This success is dependent on inspiring key stakeholders to act.

Consumer Brand (B2C/B2B)

Businesses who want to run their business more efficiently

Company X is an industry leader with industry-leading products; it is doing good things for the community; Company X is a responsible company; has great leadership; is inclusive & diverse

Company X's solutions help businesses succeed and understands their challenges.

Company X has the right products & solutions for me or my business.

Purchase;
Refer

Corporate Brand

Investors, NGO/Govt; Influencers & Industry Opinion Leaders

Company X is an industry leader with industry-leading products; it is doing good things for the community; Company X is a responsible company; has great leadership; is inclusive & diverse

Company X is strategic in its approach to growth; it has a plan for future success.

Company X is a good investment for me and my community.

Support;
Invest

Talent Brand

Current & Potential Employees

Company X is an industry leader with industry-leading products; it is doing good things for the community; Company X is a responsible company; has great leadership; is inclusive & diverse

Company X is a great place to work; it treats employees well; it offers growth & flexibility.

Company X has career opportunities that are right for me.

Advocate;
Apply

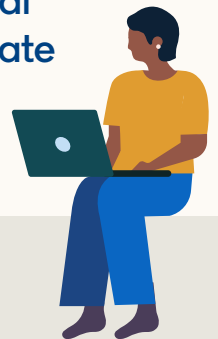
Addressing the blended candidate journey

The journey that future employees take with your business is a blended one. Candidates consume a broad mix of content as they explore your company and form their impressions of it. They'll pay attention to recruitment-related content and job ads. However, they'll also dive into anything else that they encounter that speaks to your brand DNA: brand campaigns, news, thought leadership and guides you publish that intersect with their area of expertise.

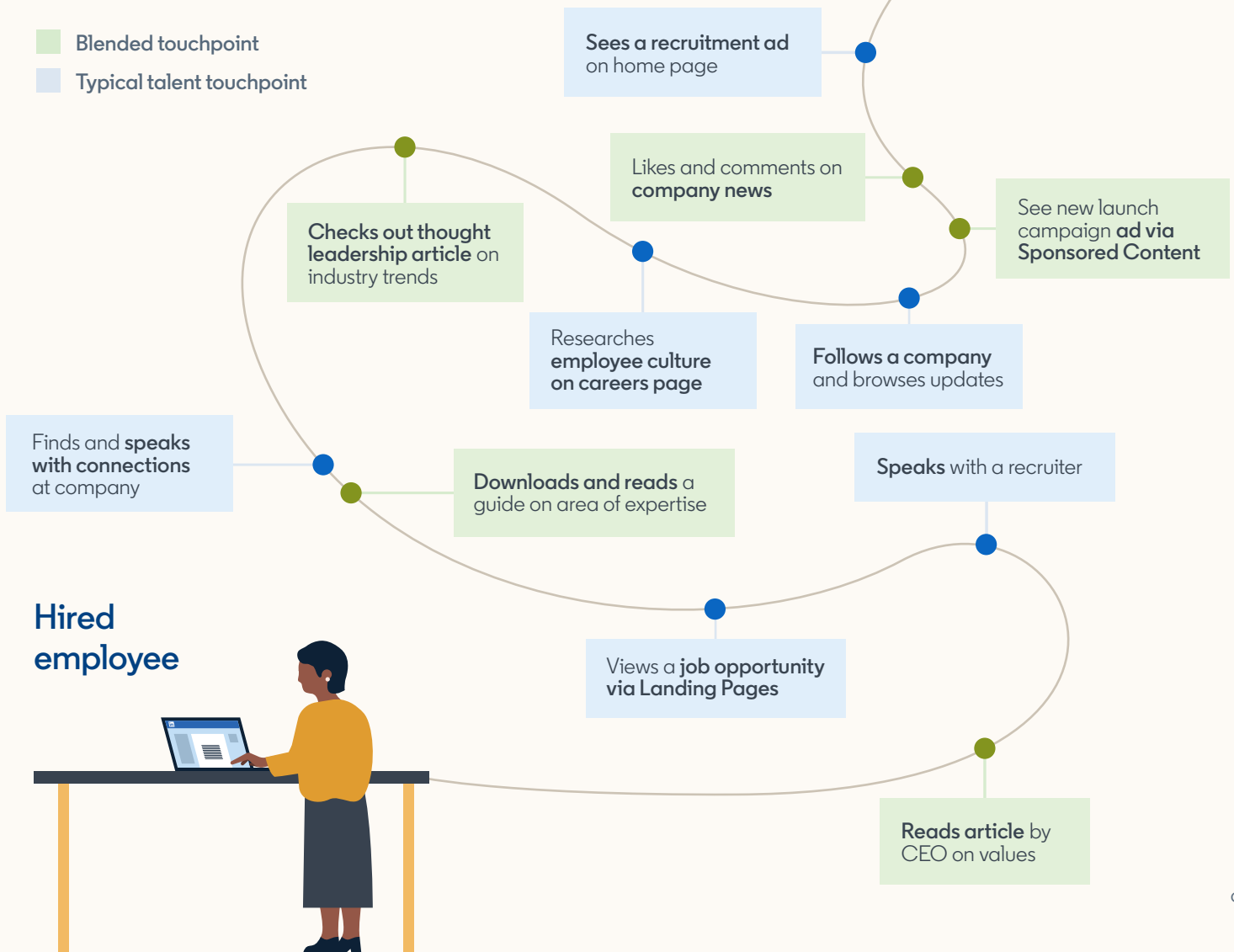
A blended candidate journey

The reality is that members consume a mix of content on their journey through the buying and hiring funnel — across talent, consumer and corporate brand. Companies that adopt an always-on content strategy that aligns organic and paid media across these brand dimensions benefit from a higher awareness, consideration and conversion.

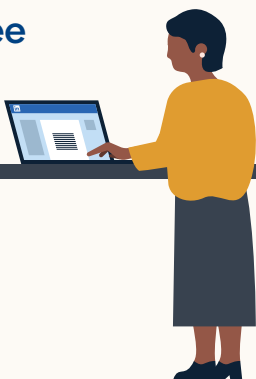
Potential candidate



- Blended touchpoint
- Typical talent touchpoint



Hired employee



LinkedIn is the platform where all of the different dimensions of a brand co-exist and complement another. And this creates powerful synergies for your targeting to take advantage of. LinkedIn data shows that:

29%

Candidates are 29% more likely to accept a Sponsored Messaging Ad* from a recruiter if they've been exposed to consumer brand messaging in the previous 30 days.

44%

They're 44% more likely to accept that Sponsored Messaging Ad* if they've been exposed to corporate brand messaging.

90%

Talent campaigns get a 90% higher click-through rate (CTR) among candidates who've been previously targeted with consumer brand ads.

138%

Where messaging was combined from all three brand dimensions, the CTR of talent campaigns increased by 138% while the cost per click (CPC) dropped by 32%.



Building a unified brand on shared brand DNA creates powerful new opportunities for marketing to drive the growth of your business, including through your employer brand.

* LinkedIn discontinued location targeting in the European Union (EU) on all Sponsored Messaging campaigns, effective January 10, 2022. [Learn more.](#)

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