



The secret sauce of top companies:

Aligning your consumer brand and your talent brand

Introduction

Marketers are quickly realizing that their efforts are merely one component that defines their company brand. Today, consumers are a credible, powerful voice with expansive reach through their social activities on platforms like Facebook, LinkedIn, Twitter and Instagram. In these forums, consumers build or destroy brands in minutes.

These platforms are also enabling an equally powerful yet often forgotten audience: employees. They provide a raw, authentic and influential perspective on a company through their social platform activities - and they influence the market's perception of a company with both consumers and talent.

Embracing the roles both consumers and employees play in building brands is a fundamental reality for both marketers and talent acquisition leaders. Recent research by LinkedIn and Lippincott shows that getting it right pays significant dividends.

Understanding the potential for brands

Lippincott and LinkedIn partnered to assess the economic potential of a company with a compelling brand among both **consumers** and **talent**. To do this, we utilized two brand strength metrics:

- LinkedIn's Talent Brand Index
- Lippincott's BrandView score

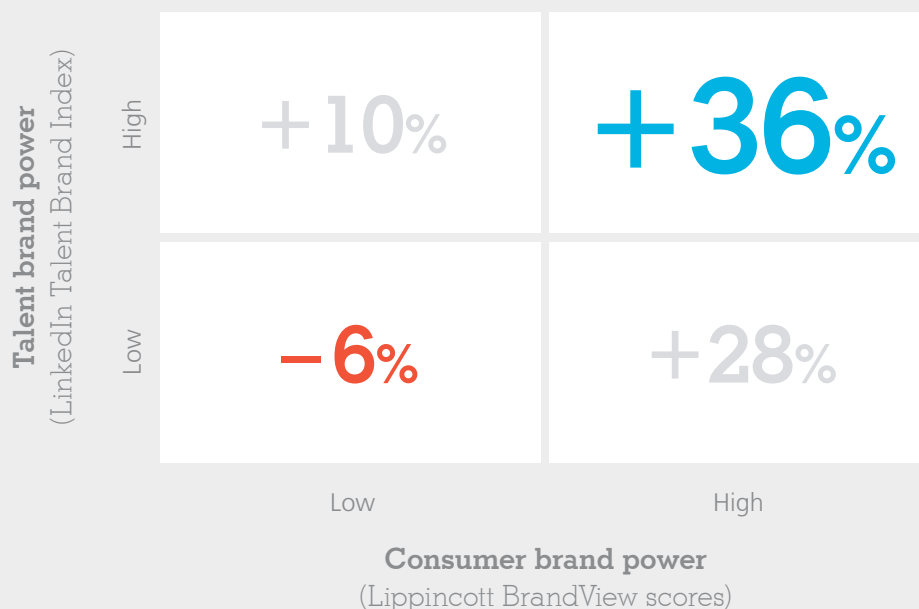
Talent Brand Index measures how attractive an employer is to potential talent by examining billions of member interactions on the LinkedIn network. BrandView identifies Consumer Brand performance relative to industry peers and global leaders across a number of proprietary metrics proven to drive financial results.

In looking at the intersection of these two metrics for hundreds of brands findings clearly indicate the benefits a company can yield from building a brand that resonates with both consumers and talent. Specifically, our research shows companies with a strong Talent Brand Index and BrandView score have a **5 year cumulative growth in shareholder value of 36%**. For companies deficient in both areas, their shareholder value decreased by 6% over the same period. Aligning your consumer and talent brand efforts will inarguably pay dividends: not only in the stock market, but in attracting target consumers and top talent.

Measuring the power of brand

Aligning your company's consumer and talent brand may require a new, proactive approach, but doing so surely delivers powerful results.

Cumulative growth in shareholder value over 5 years*



*Cumulative stock performance over 5 year period

Recommended actions

There are many strategies that your company can implement to align your consumer and talent brands. Here are the top four recommended actions you can take immediately:

1 Answer key questions

Consistent, inspirational message to both customers and employees is a critical element of a sustainable brand strategy. Leaders must routinely deliver powerful messages against such questions as:

- Who are we?
- What do we believe?
- Why do we come to work every day?

2 Synchronize Talent Acquisition & Marketing

Align prospect experience (e.g., messaging, process) with overall brand strategy to ensure the brand is reinforced with every hire.

- **Start at the top:** Your CEO and their team must get behind this consumer and talent brand alignment, and commit to helping promote it. Keep making the case until they're on board.
- **Bring partners to the table:** Don't go it alone. Your talent brand is part HR, part Marketing, part Communications—and it needs everyone's support.
- **Establish a Brand Task Force:** Leverage cross-functional expertise by including them in a brand task force. With more skin in the game, your colleagues will help you succeed.



To learn more

Aligning your consumer and talent brand
www.slideshare.net/linkedin-talent-solutions/linkedin-lippincott-brand-webcast

3 Turn marketing inward

Address the forgotten audience, employees, through communications and on-brand experiences to create long-term understanding, belief, and action in support of your brand.

- **Ensure your executives are on board:** Get C-suite support to drive widespread participation.
- **Encourage social participation:** Share authentic stories and pictures across a variety of media so your employees (and followers) can repost and drive viral discussion.
- **Educate employees on your brand:** The more connected they are to the brand, the better ambassadors they'll be. Inspire with stories and emotion.

4 Measure your talent brand

If you can't measure it, you can't manage it. Track over time as you change your tactics, approach and messaging.

- **Diagnose:** Evaluate where you stand relative to competitor using key metrics such as the LinkedIn Talent Brand Index that measures a company's attractiveness to talent via quantifying reach and engagement; establish targets and objectives for the organization.
- **Respond:** Change strategy, increase investment and take the necessary action to create the talent and employee brand you desire.
- **Measure over time and optimize:** Build a tracking system and overall approach to identify what is working and what is not.

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ABOUT LINKEDIN TALENT SOLUTIONS talent.linkedin.com

LinkedIn is the world's largest professional network and helps companies transform the way they source, attract and retain the best talent. LinkedIn has now over 238 million members. LinkedIn Talent Solutions is about connecting the right talent with the right opportunity for improved success and economic opportunity for your business. At our core, LinkedIn is in the business of connecting talent with opportunity at massive scale. Our customers include 90% of the Fortune 100 and corporations from every industry around the globe.

ABOUT LIPPINCOTT

Lippincott is a leading brand strategy and design firm with a 70-year heritage crafting authentic stories, memorable experiences and winning strategies for the world's most iconic brands. Its expertise spans all aspects of brand building including strategy, identity design, experience innovation and activation. The firm uniquely combines business-based strategic thinking and creative excellence to solve complex challenges facing corporations today as they shape their brands for the future. Recent clients include 3M, Delta Air Lines, Hyatt, Infiniti, Samsung, Starbucks and Walmart. Lippincott is part of Oliver Wyman, a global professional services organization owned by Marsh & McLennan Companies.

ABOUT TALENT BRAND INDEX talent.linkedin.com/talentbrandindex

Talent Brand Index provides brands a means to measure the strength of their brand as an employer. Measure your talent brand strength with a free and reliable index, calculated from billions of professional interactions taking place on LinkedIn. Compare Reach, the number of people familiar with you as an employer, with Engagement, the number of people who proactively show an interest in your brand.

ABOUT BRANDVIEW www.lippincott.com/offerings/brand-analytics

BrandView is Lippincott's unique approach to measuring and evaluating brands. Now in its fourth year, this ongoing study is fielded online among a nationally-representative sample of over 30,000 consumers across 4 continents and includes proprietary metrics on the key indicators of brand success.