

How brand management can help  
you attract and retain the best talent



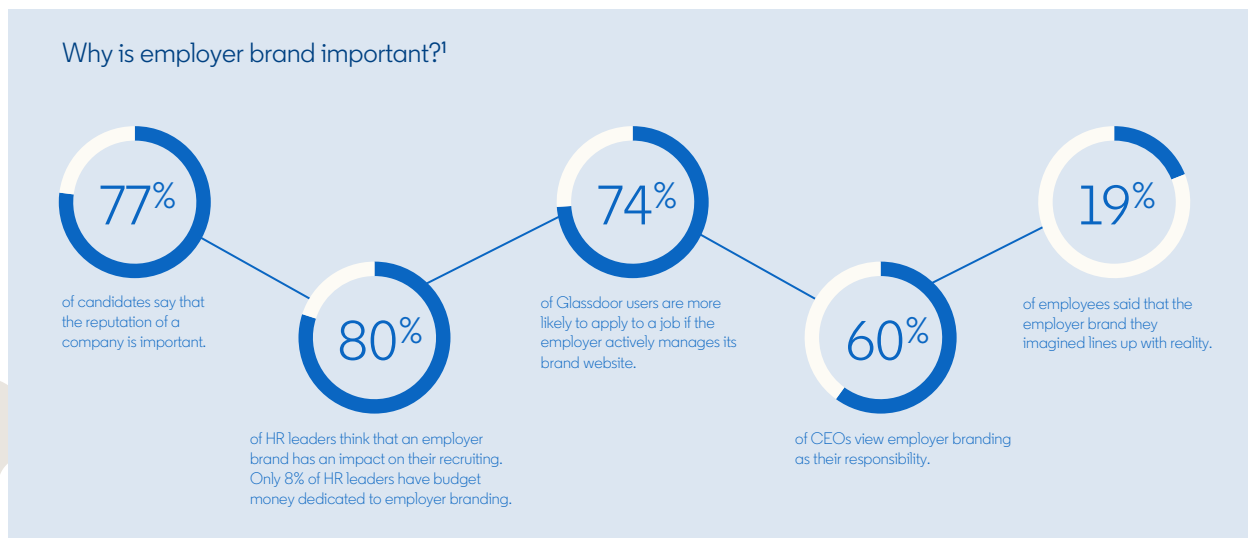
We're all familiar with the Great Resignation, brought on by the pandemic and other factors: Individuals are more willing than ever to change employers, and even careers. Sure, compensation and job security are important, but people are increasingly looking to work for brands that reflect their values. In this talent-driven market, brands need to speak out on the important societal issues. By doing so, they will stand out and earn the attention of the best talent. This guide serves as a resource for brands looking to improve their reputation and attract and retain the best talent. The result of these kinds of brand management efforts will be an improved ability to fill positions with the best talent.

“There will be an influx and an outflux of talent now that people do not have to leave their desk or home to change jobs. This creates opportunities to hire more diverse talent, but you also need a strategy to ensure you don't miss out.”

**Jared Spataro**

Corporate Vice President, Modern Work  
Microsoft

Brand management is critical at a time when 41% of the workforce is considering leaving their current employer.



# “Why should I work for your company?”

When it comes to employment these days, talent has the advantage over employers. They have more leverage and are carefully choosing the companies where they want to be employed. They want to know what companies believe, and that those companies care about the same things they do. In short, they want to trust their employers. Brand management efforts can help companies promote their values to staff and potential employees. As a trusted platform, LinkedIn is an ideal venue in which to invest in those efforts.

According to an Edelman survey, stakeholders have an increased urgency to address societal problems.<sup>2</sup>

Change in importance since last year	Net change
Improving our <b>healthcare system</b>	+62
Addressing <b>poverty</b> in this country	+53
Improving our <b>education system</b>	+53
Addressing <b>climate change</b>	+51
Finding ways to combat <b>fake news</b>	+50
Protecting people's <b>individual freedoms</b>	+50
Closing the <b>economic and social divide</b>	+48
Addressing <b>discrimination and racism</b>	+42

Digital Trust 2021 Overall Ranking <sup>3</sup>		
Rank	2020	2021
1		
2		
3		
4		
5		
6		
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9		

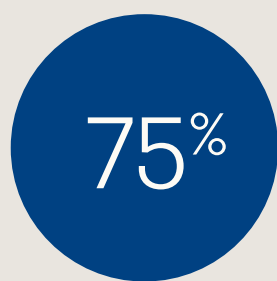
<sup>2</sup>2021 Edelman Trust Barometer

<sup>3</sup>eMarketer, Insider Intelligence, Digital Trust Benchmark Report, 2021

# Build your brand before job posting.

In many ways, LinkedIn is synonymous with job postings. The platform is great for listing roles and connecting job seekers with employers. But, today, the hunt for great talent extends far beyond the job posting. Prospective candidates are interested, first and foremost, in your brand. They want to know your passion and purpose. Companies looking to attract the best talent would be wise to invest in brand management efforts in addition to traditional job posting and recruitment efforts.

## A strong employer brand attracts strong candidates



of job seekers consider an employer's brand before even applying for a job.<sup>4</sup>

## Three major benefits to investing in talent brand efforts.

### **Reduced costs.**

Compelling and well-communicated employment brand messaging saves time and eliminates the trouble of seeking potential candidates from scratch. Strong employer brands see an average 43% decrease in cost per hire. Employment brand campaigns can also help with overall brand awareness, which benefits marketing too.

### **Larger pool of highly qualified candidates and ability to hire talent faster.**

By creating more employer brand awareness, you'll save precious time when you need to fill positions, and candidates will already be familiar with your culture and story.

### **Employees become your best advocates and brand ambassadors.**

The average network size of a company's employees is 10x larger than its own. Make your employees your unofficial recruiters and marketers by arming them with content and helping them use LinkedIn to represent themselves and spread the word about your company.<sup>5</sup>

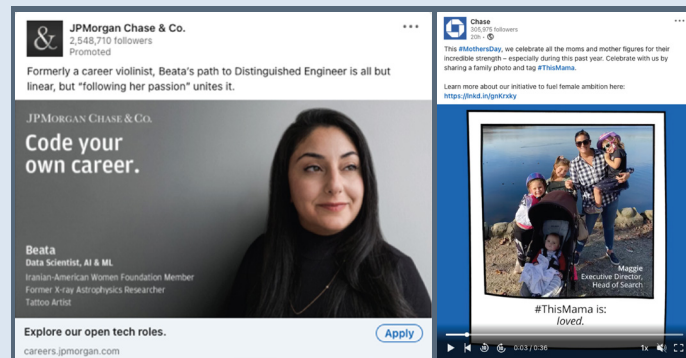
<sup>4</sup>LinkedIn, "The Ultimate List of Employer Brand Statistics"

<sup>5</sup>The Official Guide to Employee Advocacy

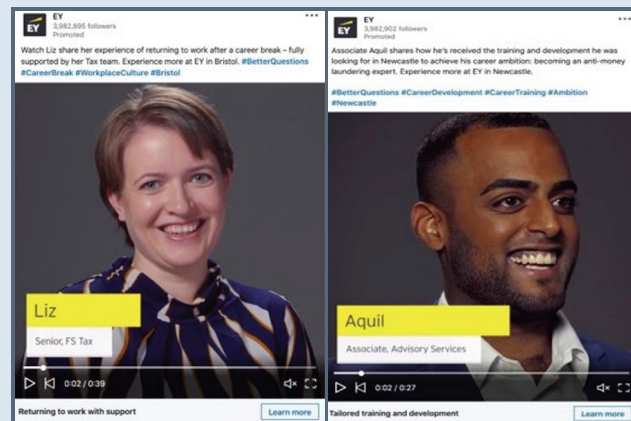
# Brands already doing it right.

There are a variety of examples of brands who are using LinkedIn to effectively activate their talent brand efforts.

JPMC puts their employees at the forefront, showing their gratitude for their wealth of skills and perspectives.



EY employees share how their employer uniquely supports them.



Intuit experiments with other formats, like webinars, to give applicants a window into what roles entail.



# Changing times call for changing priorities.



With the rise in hybrid/remote work and energized social movements, talent is being more selective about the brands they will work for. They want those brands to take a stand on issues and to reflect their values. Visit LinkedIn's [brand management page](#) to better understand how to use our platform to support your talent branding efforts.