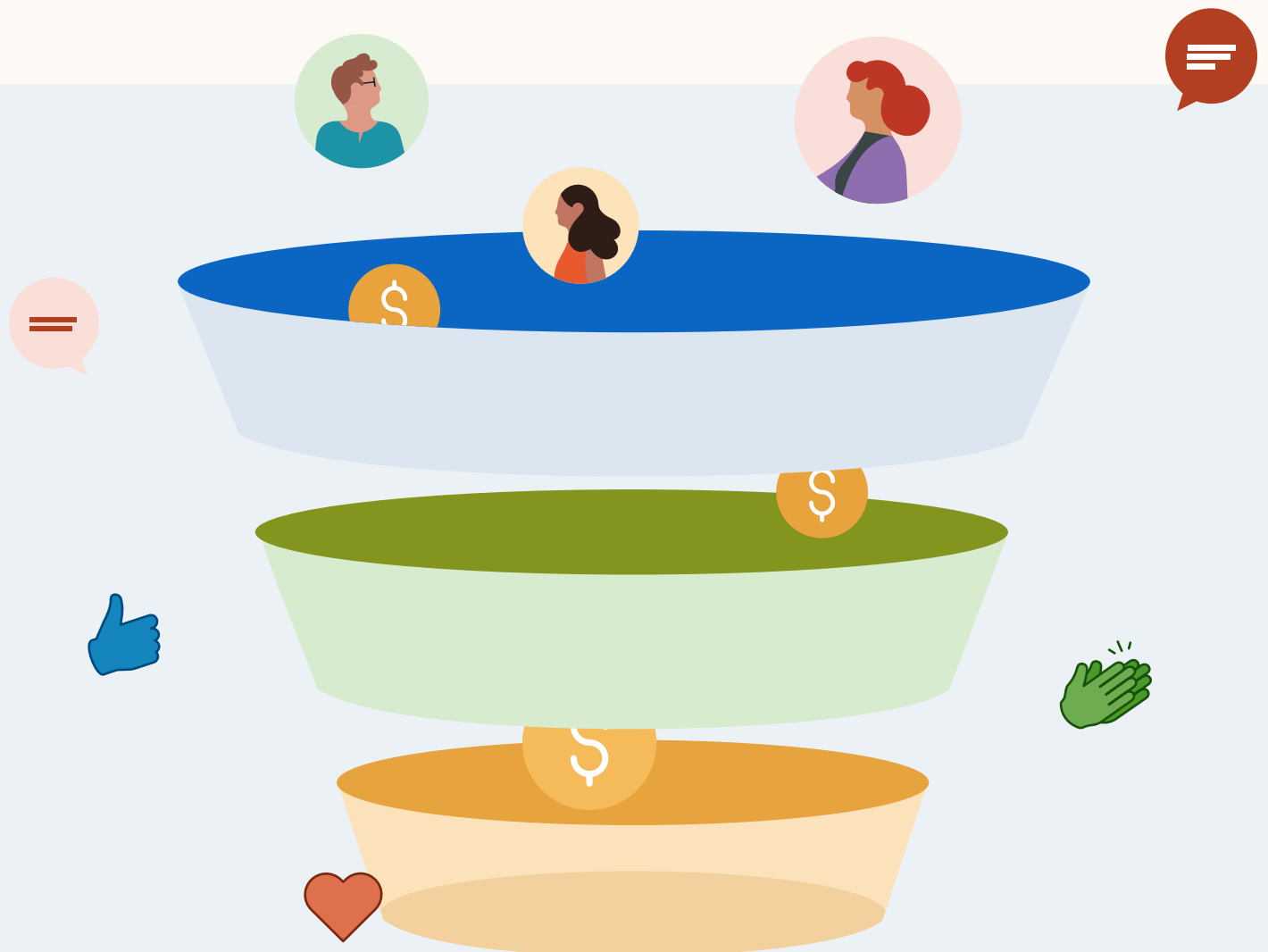


Pocket Guide

# Leveraging Brand to Demand for Employer Branding

How to build a full-funnel approach across marketing & talent

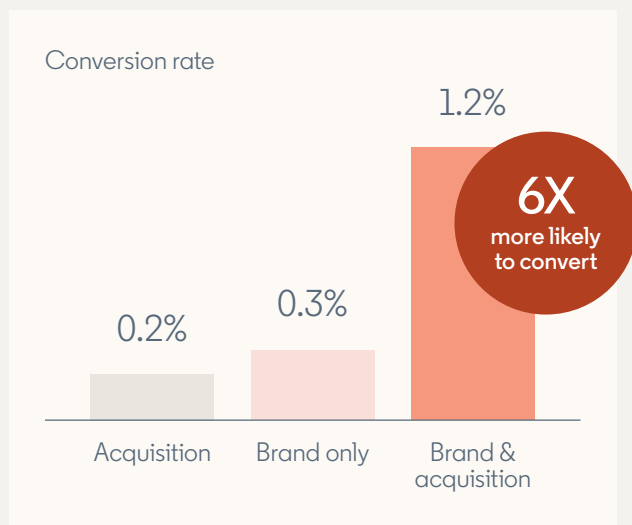


# Balance content between brand & acquisition

For marketing and talent audiences alike

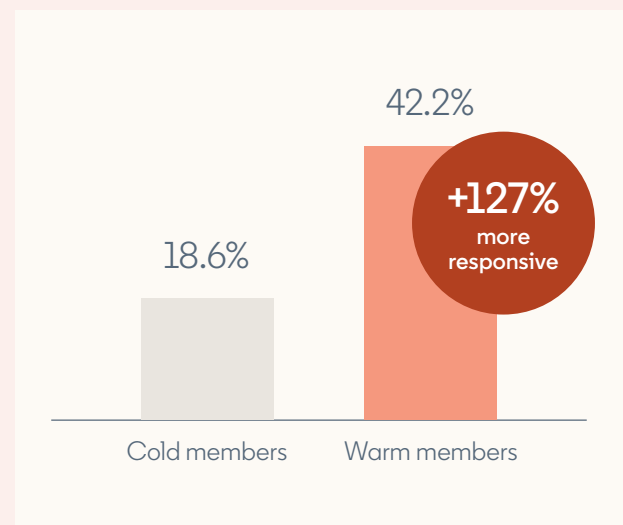
## Prospective customers

Members exposed to both brand and acquisition messaging were more likely to convert.



## Candidates

Warm candidates are 127% more responsive compared to cold ones.



Source: LinkedIn Data

# The Flywheel of Brand and Demand

Whether nurturing talent or customers



## Employer Brand

Establishing yourself as an employer of choice. Broadly targeted awareness campaigns to differentiate your culture & build affinity towards your organization for future-pipeline (new geos, talent pools, etc).



## Demand

Capturing demand for planned headcount or unplanned demand. Narrow targeting to create urgency for individuals already engaged with your organization to enable immediate-growth.

# Create compelling content across the funnel



## Prospect mindset



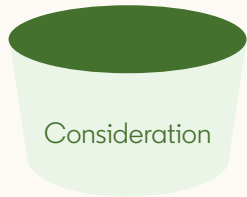
# Candidate mindset



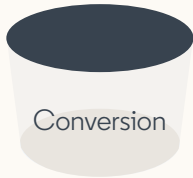
## Candidate - Hiring Funnel



Awareness



Consideration



Conversion

### Audience Mindset

#### Unknown

I'm happy in my current role, but I'm open to new opportunities if I find the right fit.

#### Unclear

I've begun exploring new opportunities. How do these companies compare to my current position?

#### Unmemorable

I'm actively pursuing positions at a short-list of companies. Which is worth the change?

### Objectives

#### Recognition

Helpful, enjoyable, educational content to generate engagement and/or build awareness

#### Relevance

High-value content that helps to educate during decision-making process

#### Recall

Solution-specific content to drive next steps and actions from candidates as they move toward a decision

### Typical formats

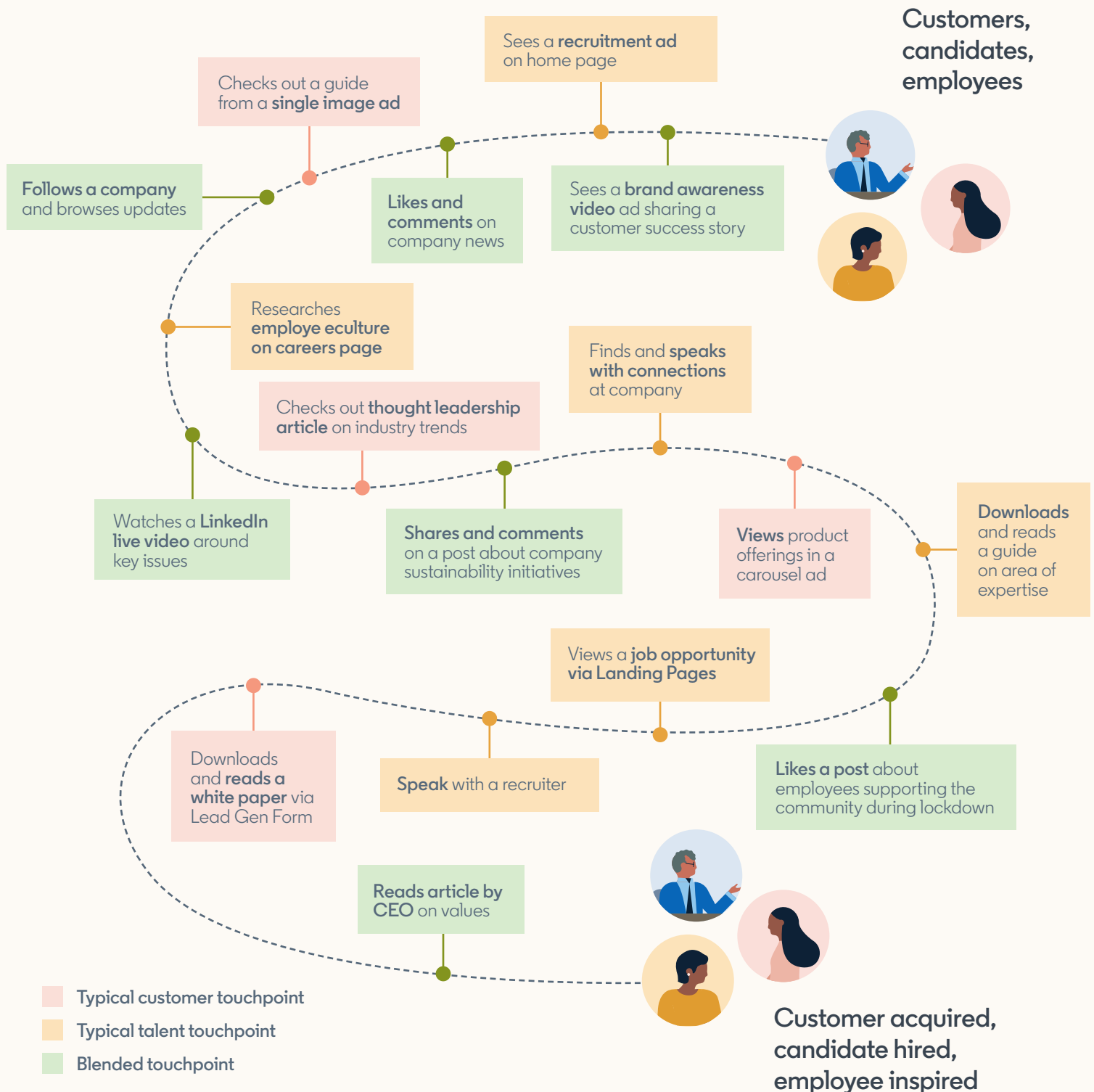
- Video
- Articles
- Images
- LI Company Page

- Success stories
- Webinars
- Events
- Job Ads

- Gifs
- Long Form Posts
- Pipeline Builder
- Landing Pages

# What a blended content journey could look like on LinkedIn

LinkedIn provides an audience and content ecosystem that delivers shared value and impact across all stakeholders.



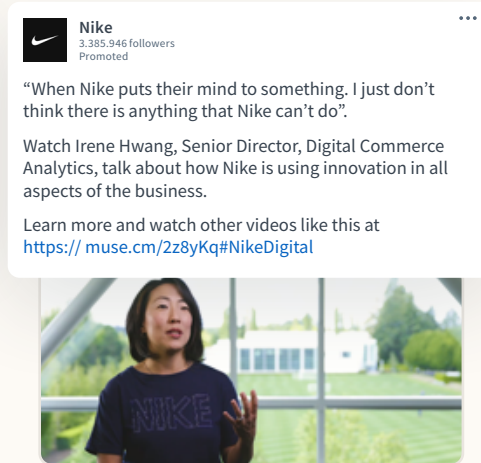
## Best in Class

# Nike's brand to demand approach to attracting Data Scientists

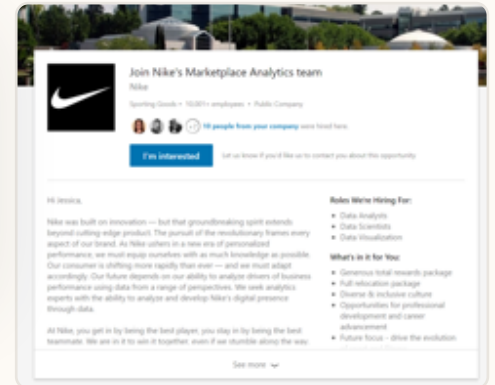
Nike needed to hire Data Scientists. This audience was unaware of their talent brand, so they delivered a “Branding + Landing” experience featuring life at Nike videos and a Pipeline Builder page. The result: engagement and conversion rates were **3x higher** than average.



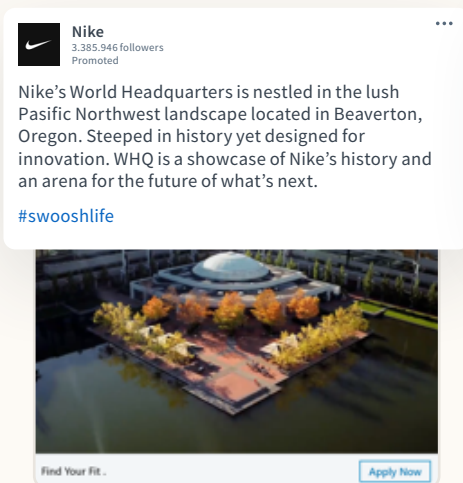
Video ad 1 highlights benefits of living in Portland, Oregon where headquarters is located



Video ad 2 highlights benefits of working on HQ campus



Video ad 3 highlights benefits of working on Data team



Static ad 4 features hiring call to action



Static ad clicks through to Pipeline Builder page where audience learns even more about opportunity and can apply

## Best in Class

# Canva uses multiple formats to facilitate the customer journey

Canva uses short videos, centered on its core theme of diversity, to build awareness & consideration of the brand.

Videos are followed up with employee stories in single image ads, highlighting employee perspectives to drive action.

Leads are driven by Pipeline Builder pages, giving Canva an on-platform experience that drives awareness, consideration & action.

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200,652 followers  
1w

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Computer Software · 501-1,000 employees · Privately Held  
3 connections work here.  
[Learn more](#) Let us know you are interested in this opportunity

Canva's entire mission revolves around design, and the design of the product is central to the company's philosophies. That's why we're on the lookout for exceptional people to join our talented team in Sydney. We're hiring for Product Management, Product Design, Digital Design, and Graphic Design.

In order to build a product that's used by millions of people around the world, we want to foster and develop a workplace that represents our diverse users. By collaborating with designers, engineers, and product managers with various backgrounds, we can continue to disrupt the world of visual communication.

Our customers know best. They lead the way, letting their needs guide us to the best solutions. We live for surprising and delighting them while

**Roles**

- Product management
- Product design
- Digital design
- Graphic design

**Benefits**

- Competitive salary
- Equity options
- Flexible working hours
- Work life balance
- On-site gym and yoga facilities
- In-house chefs

See more

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Looking for your next dream job in software engineering? Come and join the talented team at Canva.



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# Learn more about the Power of Employer Brand

LinkedIn data shows that to stay competitive, marketers must continue to grow their digital marketing skills, while brands must leverage their marketing departments to attract the best and brightest talent.

[View resources](#)

