

Employer Brand Awareness

Employer brand awareness is the potential employee's ability to not only recognize a brand image, but to also associate it with a company's culture and values.



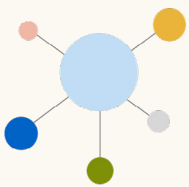
First impressions form in seconds, whether that's your impression of a person or a brand. [Emotional marketing](#) can shape that impression and help your brand stand out in someone's mind.

Emotional marketing inspires people to act. Tap into different emotions to encourage various types of activity:

- Happiness makes us share
- Sadness makes us empathize and connect
- Surprise and fear make us cling to what's comfortable
- Anger and passion make us stubborn

“ ”

You never get a second chance to make a first impression.



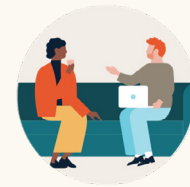
Increased reach

Growing exposure of your content and message is a primary goal of brand awareness



More followers

Increasing your followers helps build a foundation for sustained, organic reach



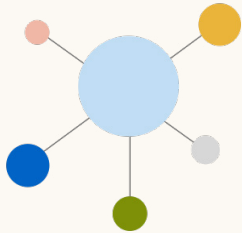
Higher engagement

Getting members to interact with your content increases the stickiness of your messages

Tips for increasing...



Reach



Use both organic and paid methods to reach new people – paid [media](#) can expand your reach in a targeted, thoughtful manner

Keep your targeting broad – don't exclude people too early in the funnel

Maintain an “always-on” brand presence wo you're available whenever and wherever people go

Encourage employee advocacy – they're a highly trusted and a great channel to spread your message

Followers



Build out your company and career page presence across social media platforms – people need something to follow!

Maintain a steady stream of organic and [sponsored content](#) so people see you are providing value and will return

Add [follow buttons](#) wherever possible – on your website, blog posts, email signatures, etc.

Have a specific call to action to follow your company – use Follower Ads to gain new targeted followers

Engagement

Provide value and thought leadership for your audience – talk about a topic, not just your brand

Be visual – add photos and videos whenever possible

Add relevant hashtags to help people keep the conversation going and increase virality

Personalize your content – relevancy is key to capturing your audience's attention

Encourage discussion by asking questions – a rich conversation can develop in the comments section

