

Benchmark Your Employer Brand

Tips and strategies from Australia's
most attractive employers



People
don't buy
what you do,
they buy
why you do it.

Simon Sinek, *Start With Why*

Your reputation as an employer is everything.

If you have a good one, top candidates want to work for you and employees want to stay.

To better understand what makes a great employer brand, we recently published *Top Attractors, Where the World Wants to Work Now*.

These top-ranked organisations, alongside some of our leading customers, have helped us uncover where talent executives should focus in the year ahead, by sharing best practices and benchmarks for strategies that will impact your employer brand.

How did we determine the Top Attractors?

We assessed companies on four factors to determine who was most sought-after:



1. Reach

How well-known
they are



3. Job interest

How much interest their
jobs generate



2. Engagement

How much interaction
their content receives



**4. New hire
staying power**

How well they retain
new hires

We observed how our 433 million members discovered and engaged with employers, applied to jobs, and whether new hires stayed after joining.

You can track these employer brand metrics as a company too.

Know what
motivates your
audience at
each stage of the
candidate and
employee lifecycle



“Our strategy is
a constant, living,
changing thing.
We experiment.
We measure.
And then we refine.”

Jessica Tucci, National Employer Brand Leader, PwC

Make it persona-l

Developing attraction strategies for high demand talent segments is critical, particularly for organisations undergoing or embarking on a digital transformation journey. However, only a small percentage of organisations use personas to inform their strategy.

To compete for critical talent, your ability to refine the message and channel based on the person you’re trying to reach will be key to success.



The emergence of new technology and rise of the digital workplace required a refresh of PwC's traditional brand to attract STEM (Science, Technology, Engineering and Mathematics) graduates. This generation of talent has very different expectations of work and an enormous range of career possibilities from big tech players, telcos, banks and retailers.

Understand your audience

PwC's first step was to research the target market to build a profile and understand what's important to them. They segmented STEM students into differentiated talent personas, each with a unique value proposition based on their individual motivations and career expectations. It was important that the messages were the right balance between company purpose, the brand truth and what talent wants.

Develop a messaging framework

'The right people to get the extraordinary done', could meet the differing career goals and workplace expectations of this important talent segment. This message reinforced how PwC was aligned to their goals and expectations, while at the same time bringing to life the narrative behind the extraordinary things employees could achieve for their clients, and for society.

Be creative

This message was brought to life with creative that was fresh, expressive, and led to a differentiated offering in the graduate market, while helping to break the pre-conception many graduates had about a 'one-dimensional' career at PwC. The visual impact quite literally dispelled the preconceived perceptions of PwC careers.

PwC were able to drastically scale back efforts on campus, and focus on capturing students where they spend the majority of their time – online. They launched a fully-integrated campaign that included touch points across the candidate journey – press ads, posters, brochure, a redesigned students careers website, video, events and a solid social and digital strategy. Student participation and engagement was driven through Facebook Q&As with the campus team and 'selfie' competitions using the unique visual signature.

Results

The end results too were transformed from ordinary to extraordinary. An overall increase of applications by a massive 27% was achieved – more than a quarter higher than last year. Importantly, the goal of delivering highly sought-after STEMs students was accomplished with 38% lift in applications compared to 2015.

Additional stats include:

- 27% increase in overall graduate applications
- 50% shorter campaign period
- 120,000 new visits to our students careers site, who spent an average of 3.36 minutes on the site
- Over 4,000 views of our STEM video on YouTube

"The differentiated graduate employer brand strategy has helped shift the mindset of the student market, but it also had a profound effect on the way the business will continue to approach campus recruitment moving forward. We've opened up our reach to people who wouldn't otherwise engage with us."

Jessica Tucci, National Employer Brand Leader, PwC

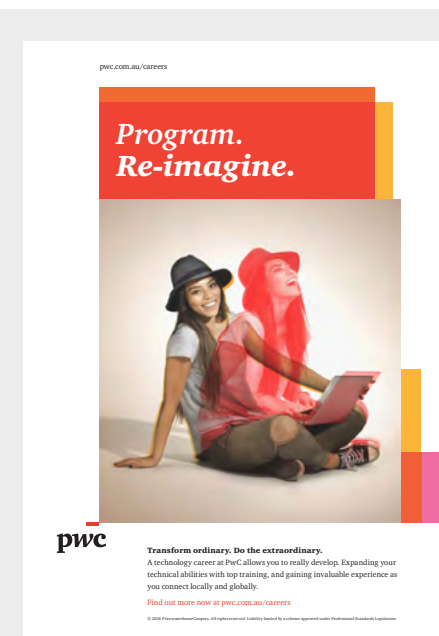
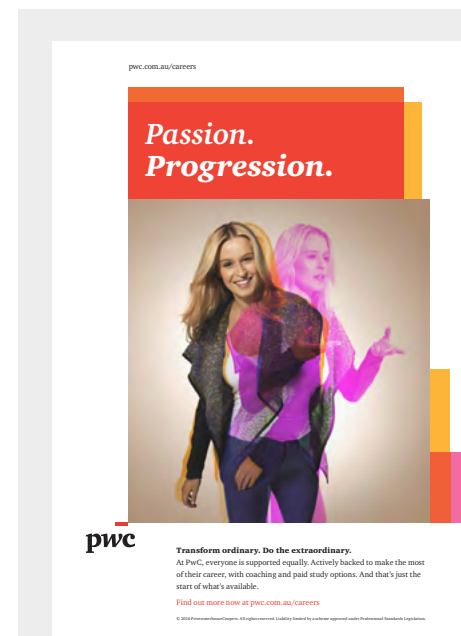
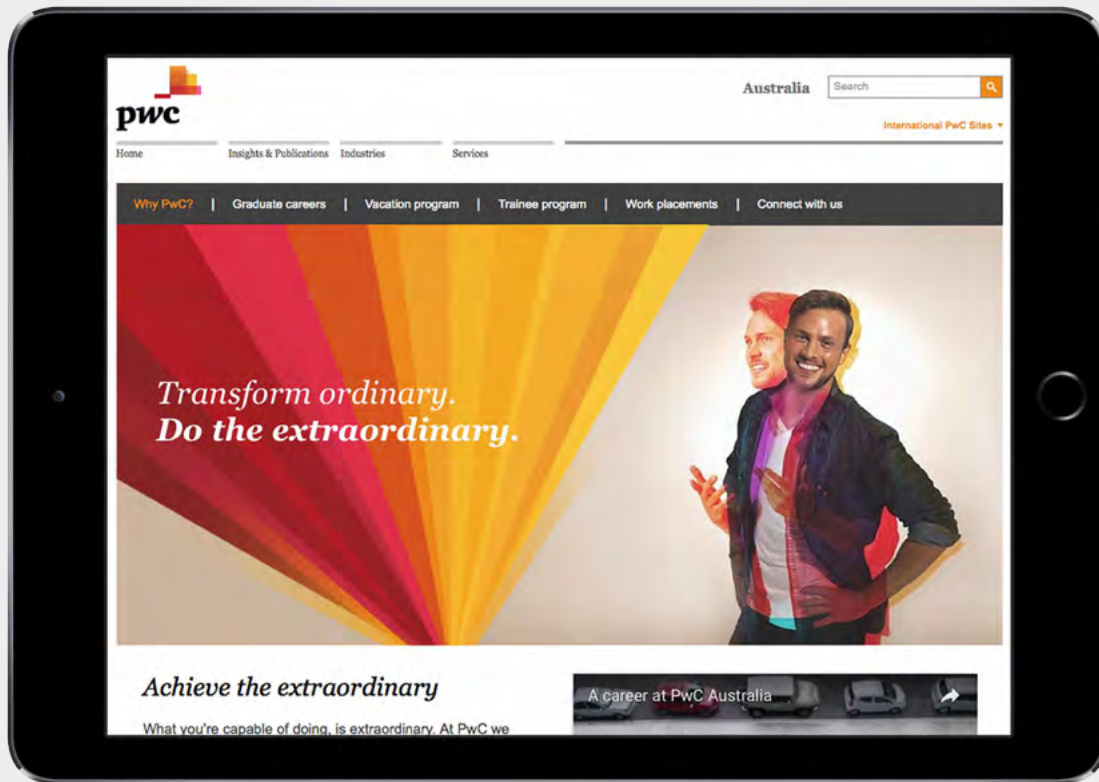
Build an 'always-on' employer brand

Best-in-class companies craft an annual engagement strategy to keep their brand and opportunities in front of passive talent, building a short and long term pipeline of relevant talent. Do your research and design experiences that are going to reinforce your brand through various channels and touch points so candidates can self-qualify into, or in some cases out of, your culture and organisation.



LinkedIn Product Tip

Leverage a combination of InMail, sponsored updates, and advertising all driving to a personalised web experience. Adapt your Career Page (Gold Career Page only) with content to viewers based on their LinkedIn profiles – by candidate's job function, industry or geography.





Stand out
from the crowd
with creative
recruitment
campaigns

“Think about who within your organisation needs to be involved in your campaign so that you can plan like a marketer, find your hook, and develop a diversified game plan.”

Caitriona Staunton, Head of Recruiting APAC, Atlassian

Think and plan like a marketer

With engaging recruitment marketing strategies at different touch points, you can influence the candidate's job-seeking experience enough for them to join your team.

Your efforts along the candidate journey can also increase referrals, increase job applications, speed up hire times, increase quality of hire, and build a strong employer brand.

How did Atlassian engage candidates and showcase its awesome company culture? They had three key tips to make 'a splash' amongst one of the most in-demand professionals in Australia, User Experience (UX) designers:

1. Plan like a marketer
2. Find your hook
3. Go big by going broad

Plan like a marketer

Marketers always start with the data. The more data-driven and goal-oriented you are in the planning process, the more aligned the campaign results will be.

Insights from LinkedIn's talent pool mapping excluded high-demand, low-supply regions and identified that Europe – specifically London, Amsterdam, Berlin and Stockholm – had a strong supply of UX talent, 55,000 people in fact.

This informed the goal of the 'UX Surfers' campaign, to land 5 UX Designers in 5 days, and provided the framework for where and how to spend media dollars, how long to run the campaign for, and which locations to visit.

Find Your Hook

With limited brand awareness amongst UX designers in Europe, Atlassian needed a big-bang idea to cut through the clutter and get this important talent segment to consider them.

Where did they start? With their own UX designers who had over 100 ideas for campaign taglines. The creative 'hook' was lead by HQ's location, Sydney, and the tagline 'We're seeking Design Thinkers, Talented Tinkerers and Wannabe Surfers to join us in the sunshine of Australia' was born.

Go big by going broad

Atlassian's advice: when planning your campaign channels, go as broad as possible. Naturally, being a recruiting campaign, LinkedIn was the primary channel, however consider all digital and social platforms where the target audience engage.

To ensure the interview team had a pool of interested candidates, Atlassian ran a broad online advertising campaign using the same tagline and a combination of InMail, sponsored updates, and digital advertising. The call to action for interested candidates was to visit atlassian.com/seeking for further information or to submit their portfolio.

To increase touch points and awareness, Atlassian's design team managed a blog so the recruiting team worked with them to post an article about the campaign and then re-posted this article through Sponsored Updates.

Atlassian took the surfing idea to the next level in Europe, tying a branded surfboard to a VW Kombi van and driving it around the streets of Europe with the message that 'we are hiring'. The interview spaces were in funky, branded venues and the hashtag, #UXSurfers, allowed potential candidates to follow the hiring bus around Europe.

Results across channels and mediums spoke for themselves. Atlassian drove 4x more expected traffic to the landing page, and their 5 UX designers hired within 5 days are already having a huge impact on the business.

Engage employees to tell your brand story

Candidates trust their peers, your employees, 3x more than the company to provide credible information on what it's like to work there.

The more your employees join the conversations on LinkedIn, the greater potential for your employer brand to shine. Everyone can follow LinkedIn Influencers and Pulse channels, join groups, and publish long-form blog posts. To get employees to post and engage with content, leading by example will have the most impact.



LinkedIn Product Tip

Ask employees to leverage your Company Updates to push to their networks. In parallel, ask your executives, evangelists and employees to publish long-form blog posts about their role, the projects you work on and company culture. Share these Pulse articles through Sponsored Updates or 'Sponsored Posts' to build an authentic voice with target candidates.



Atlassian

We're seeking design thinkers, talented tinkerers, and wannabe surfers.

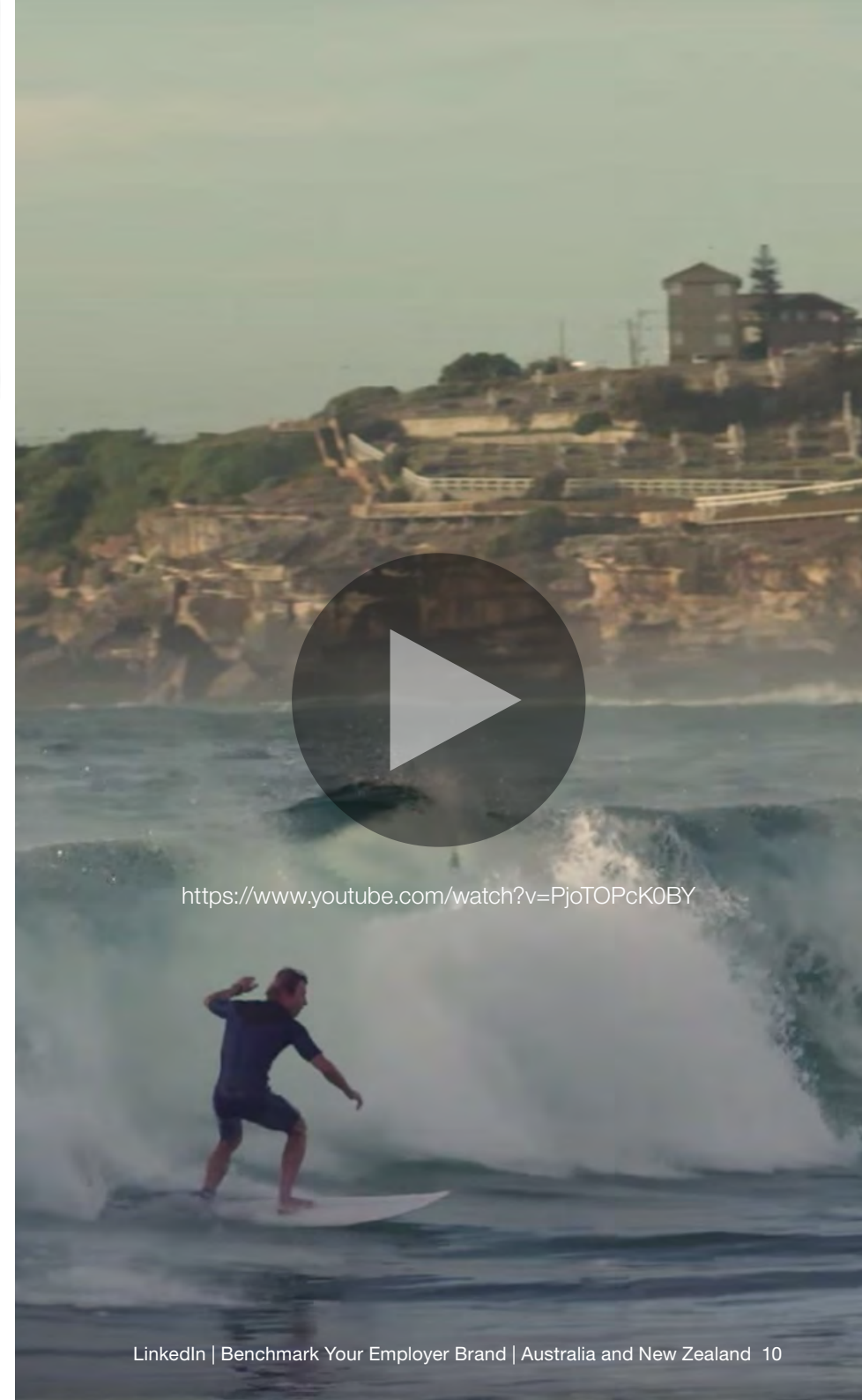
Let's talk

We're heading to Europe in search of adventurous designers who want to join our growing Sydney-based design team.

<p>2 weeks June 1 through June 14</p>	<p>4 cities London: June 1 & 2 Amsterdam: June 3-5 Berlin: June 8 & 9 Stockholm: June 11 & 12</p>	<p>20 jobs See all openings</p>
--	--	--

[Submit your portfolio](#)

Did we miss your city? Send us your portfolio anyway and if you're the right fit, we'll fly you to us. All expenses paid.



<https://www.youtube.com/watch?v=PjoTOPcK0BY>

A photograph of a modern office interior. In the foreground, the backs of three people are visible as they sit at a long wooden table. They are looking towards a large window or glass wall. Through the glass, a vibrant, abstract mural is visible, featuring a large, stylized face with a crown and flowing hair in shades of blue, yellow, and orange. The scene is brightly lit, suggesting a sunny day. A green gradient overlay covers the bottom half of the image, where the title text is placed.

How to become a 'candidate-first' organisation



“We defined what we wanted our candidates to know and feel at each step of the candidate experience.”

Jill (Riopelle) Macri, Head of Global Recruiting, Airbnb

Build Engagement

Candidates are thinking more and more like consumers, and the power base has well and truly shifted to the candidate.

The impact of having or not having an employer brand on a candidate's decision to engage with your business is significant.

- 52% of job seekers use your career site or social media to form an opinion of your employer brand
- 75% consider this brand before applying, and
- 57% of the decision process is underway before having a conversation with your recruiting team.

In this context, your employer brand is crucial to engaging the right target audience. What makes you different to your competitor? What are their pain points and how can you delight and inspire them at each stage of the candidate journey?

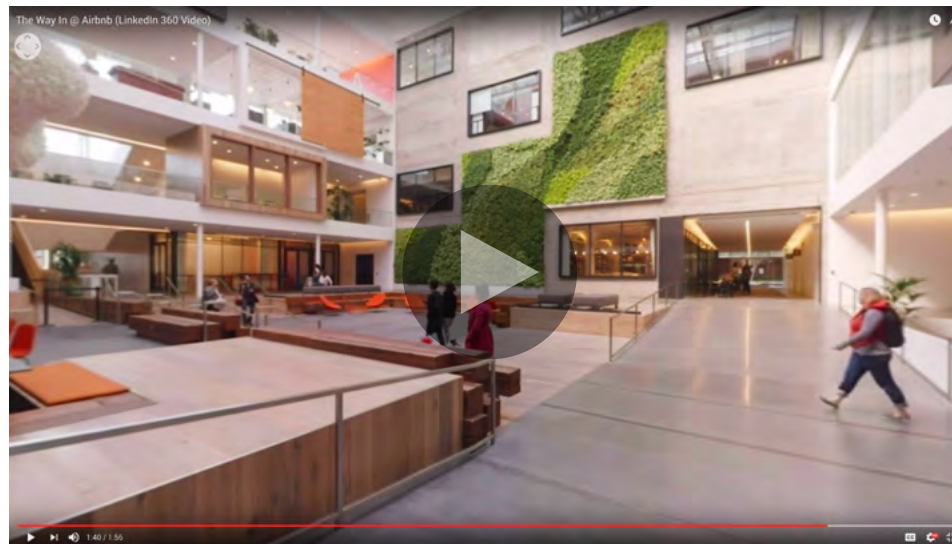


One of the ways Airbnb gives every candidate insights into their jobs and workplace is through a fully-immersive 360° video experience. By sharing this video, candidates can visualise themselves in the role, what projects they might be working on and the people that will be part of their team.

Post high-quality, rich content

Post stories about an employee's 'day in the life', career transformation, or perspective on your culture. Put a spotlight on your mission and values.

Use images, videos, and SlideShares to keep things fresh, exciting and share-worthy. Updates with images get 2x as many comments and those with video get 1.5x as many shares.



<https://www.youtube.com/watch?v=j3RR8Y1smmQ>

Align your employer brand to the candidate journey

The candidate journey, or the experiences job seekers and candidates go through during their career search, has evolved into a complex and multi-stage process. But hiring managers and recruiters have the ability to impact critical talent by understanding their motivations and behaviours at each stage.

By defining your audience and personalising their experience through engaging recruitment marketing strategies, you can influence the candidate's experience at each stage of the journey – enough for them to join your team.

Take the time to craft a compelling EVP and employer brand and not only will top talent consider you over your competitors, you'll see an increase in referrals, hire times and quality of hire.



LinkedIn Product Tip

Attract candidates with relevant and engaging videos, career opportunities, and company news. Post your company updates on your LinkedIn Career Page feed and use Sponsored Updates to gain more visibility from potential candidates.

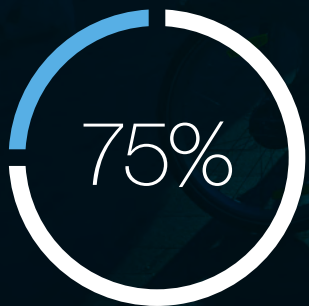
Why is employer brand important?

In today's competitive global talent market, your reputation as an employer – **your employer brand** – is a key factor in whether a candidate will take or bypass your job.

A strong employer brand delivers real benefits including:

- Reduced hiring costs: a strong employer brand reduces cost per hire by up to 50 per cent.
- Lower turnover rates: a strong employer brand reduces employee turnover by 28 per cent.

A strong employer brand can also help you reduce hiring inefficiencies and attract the talent you need to support business objectives.



75 per cent of global TA leaders say employer brand has a significant impact on their ability to hire great people.

Recap

Remember these steps to ensure you're in the race to compete for critical talent.

1.

Be data-driven and leverage analytics to inform your employer brand strategy.

2.

Plan and think like a marketer, be creative with your recruitment marketing.

3.

Personalise your message and channel to your audience.

4.

Amplify your message and expand your reach through a trusted voice – your employees.

5.

Be authentic and don't let perfection be the barrier to getting started.



Additional Resources

Building a strong employer brand on LinkedIn starts with building a strong employer brand, period. Neither happens overnight. But if you invest in increasing your reach, engagement, job interest and new hire staying power, you'll be well on your way.

For more tips on how to define, promote and measure your employer brand, download our Employer Brand Playbook.

About LinkedIn Talent Solutions

Attract, recruit, and empower the best people for your business with LinkedIn. Get access to quality candidates – active and passive, external and internal – on the world's largest professional network of 433M+ candidates.

[Visit our website](#)



Read our blog



Check out our SlideShare



Follow us on Twitter



See our videos on YouTube



Connect with us on LinkedIn

