








# The essential employer branding handbook

**LinkedIn** Talent Solutions



# Table of contents

Employer branding essentials for every recruiting need.

-  Introduction:  
**Why your employer brand matters.** p. 3
-  Recruiting need: future  
**Build a strong foundation.** p. 5
-  Recruiting need: upcoming  
**Prepare to attract talent.** p. 9
-  Recruiting need: immediate  
**Drive candidate interest.** p. 13
-  Conclusion:  
**A strong employer brand is crucial.** p. 17



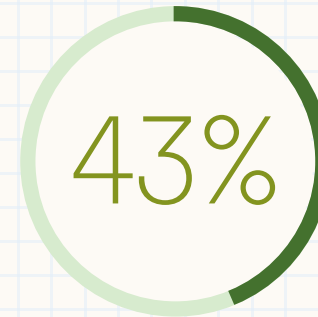
## Introduction

# Why your employer brand matters.

**A strong employer brand will positively impact your ability to attract diverse talent, hire the right candidates, and inspire confidence in your company.**

The key to building a strong employer brand is crafting the right story. Every touch point, from your website to your LinkedIn Page, plays an important role in shaping it.

Investing in your brand will provide **immediate and long-term benefits**, including the ability to attract the right candidates, streamline the recruiting process, and create positive associations with your company.



Companies with strong employer branding see a 43% decrease in recruitment costs <sup>1</sup>



<sup>1</sup> LinkedIn Talent Blog, What Is Employer Branding and How Can It Grow Your Business?

Introduction

# What is an employer brand?

Your employer brand is your company's reputation as a workplace. And how you're perceived by employees and potential candidates.

What and how you talk about your brand matters, and can greatly impact job seekers' impression of your mission, values, and culture — and whether or not they're the right fit.



## Case Study: Unilever

For global consumer goods company Unilever, finding and recruiting talent who align with its corporate values is critical. To communicate its unique culture, Unilever used rich employee-produced content on [LinkedIn Career Pages](#) to help it effectively attract the right candidates.

[Learn more →](#)

Recruiting need: future

## Build a strong foundation.

Every company has an employer brand, whether it's curated or not. To attract a diverse pool of talent and successfully recruit the right candidates, it's important to take an intentional approach to building your image, rather than letting it form on its own.

### Questions to get started

#### What's your situation?

Are you just getting started with employer branding? Or are you looking to refine — or even redefine — your brand?

#### What are your needs?

Do you need to get your brand in better shape? Or put the right technology in place to maintain it?



Recruiting need: future

## Create a stakeholder checklist.

Your employer brand should reflect what life at your company is like and embody your culture, mission, and values.

Speak to stakeholders across various departments (ex: sales, engineering, finance) to get the full story, and ensure your brand aligns with company goals and speaks to the talent you're targeting.



### Six questions to ask stakeholders

- What are the long- and short-term objectives for our employer brand?
- Is there awareness of our employer brand? If so, what are candidates and employees saying about our company?
- What candidate traits are we looking for?
- What are our culture, mission, and values?
- How much budget, time, and resources can we allocate?
- Have a discussion about diversity with your stakeholders early on as it will impact decisions on how to position your employer brand.

Recruiting need: future

## Tips to map out your next steps

- **Build a roadmap.** Make sure to outline milestones and steps based on your budget and priorities. This will help you stay on track and keep everyone accountable.
- **Create a backup plan.** Build different versions of your roadmap in case priorities change — like a scaled-back plan for a smaller budget, or whether you're targeting active or passive job seekers.
- **Delegate strategically.** Assign tasks based on strengths and, if possible, involve other employees to boost engagement and talent branding (what employees say online about your company).
- **Gather existing content.** The best content comes from your employees — look or ask for photos, videos, and testimonials. Make sure you have permission from them to share.
- **Think long term.** When evaluating employer-branding solutions, consider what you'll need to establish and maintain your brand, and whether it will be able to scale with your business.



Recruiting need: future

## Tools to get your company noticed.

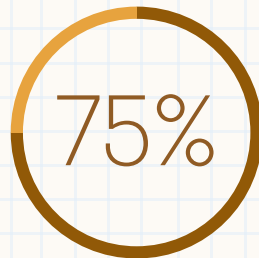
### Boost your social media presence.

Make it easy for candidates to follow your employer brand with a dedicated social account like:

@WeAreNetflix, @microsoftlife and @teamasana

### Create eye-catching visuals.

Use design tools like Canva or Adobe Spark to create professional-quality visuals that will grab candidates' attention.



of U.S. job seekers consider an employer's brand before even applying for a job.<sup>3</sup>

<sup>2</sup> Talent Board, 2019 North American Candidate Experience Research Report, March 2020.

<sup>3</sup> LinkedIn Talent Solutions, The Ultimate List of Employer Brand Statistics.

## Showcase your culture.

Help candidates assess if your company is a good fit with [LinkedIn Career Pages](#), the second most-used channel for researching your employer brand, right after your career site.<sup>2</sup>





Recruiting need: upcoming

## Prepare to attract talent.

When you have a little time to prepare before a busy hiring period, take advantage of this ramp-up time to strengthen your employer brand. That way, when you're ready to start recruiting, your outreach will be more effective and you'll be able to find the right candidates faster.

### Get a head start on hiring.

Even if you're not hiring right now, get set by building brand awareness and interest among your target talent pools so you're ready when it's time to hire.



Recruiting need: upcoming

## Tips to determine priorities and what's realistic

- **Survey your situation.** Your ramp-up could be a few days to months or longer. Be realistic about what's achievable in that time so you stay focused on the most important goals.
- **Make a list.** You might not be able to accomplish everything at once. Having a list will allow you to revisit goals later when you have a little more time.
- **Prioritize your goals.** Separate your list into objectives you can't compromise on, your top priorities, and your secondary priorities. This will help you allocate resources.
- **Focus on next steps.** Once you've completed your top-priority tasks, your pre-prioritized secondary to-do list will help you efficiently work through the rest of your goals.



Recruiting need: upcoming

## Create a prioritized checklist.

Not sure which tasks to tackle during your ramp-up period? Here's a sample checklist for inspiration and to help you get started.

**Bonus tip:** Add details to your checklists, such as links to resources and specifics (examples in *italics*). This will help you be more efficient and stay organized.



### Top priorities:

- Build a diverse talent pipeline.**  
*If you created a roadmap, add what a qualified candidate looks like.*
- Write job descriptions that reflect your brand.**  
*Start with a template then personalize.*
- Update your LinkedIn Career Page.**  
*Start a file folder for all the photos, videos, and testimonials you've gathered.*

### Secondary priorities:

- Set up LinkedIn Recruitment Ads
- Review and update your content calendar
- Research what your competitors are doing

Recruiting need: upcoming

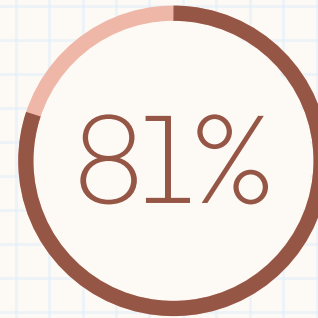
## Engage quality candidates with LinkedIn.

### Build a diverse talent pipeline.

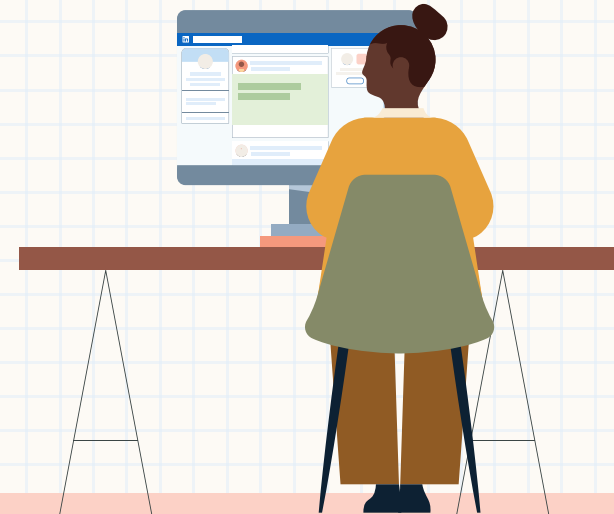
Determine the talent you want to attract, and [LinkedIn Pipeline Builder](#) will put tailored ads and dynamic content in front of qualified candidates, driving to your jobs. Interest can be expressed with one tap, giving your sourcing a head start.

### Target a niche profile or broader talent pool.

Share [Sponsored Content](#) on LinkedIn to get your employer brand noticed. Use the targeting features to put your content in front of the right people.



People who follow your company on LinkedIn are 81% more likely to respond to your InMail than those who don't.<sup>4</sup>



<sup>4</sup> LinkedIn Talent Solutions, The Ultimate List of Hiring Statistics

Recruiting need: immediate

## Drive candidate interest.

A successful employer brand can help you make a great hire faster.

Effective branding doesn't just get more eyes on your job ads. It attracts the right applicants to your open positions and helps your recruiters be more efficient.

### Streamline to hire faster

To hire quickly, you may need to streamline your brand's process to get applicants. Find solutions that fit your needs to rapidly deliver results.



Recruiting need: immediate

## Tips to efficiently deliver results

- **Define immediate objectives.** Outline the recruiting goals you need to accomplish right away and the ideal time frame. This will help you determine which solutions will best deliver results.
- **Confirm your budget.** Decide how much of your overall recruitment budget you can allocate to this campaign, and set appropriate limits to control your spend ([more on Page 16](#)).
- **Focus on high-priority tasks.** Postpone lower-priority items — you can work on them when you've got more time or resources (this is where your [prioritized list](#) comes in handy).



Recruiting need: immediate

## Solutions to find candidates faster.

### Get your jobs noticed by the right people.

Use [Recruitment Ads](#), personalized ads that show up directly in candidates' LinkedIn feeds, to target talent with profiles similar to your top-performing employees.

### Tap into your employees' networks.

When candidates know someone at your company, they're more likely to apply. Ask employees to share your job posting on their LinkedIn page and use [Work With Us Ads](#) to automatically target candidates who view your employees' LinkedIn profiles.

5 Maxwell Huppert, 5 Free (and 3 Paid) Ways to Build Your Employer Brand on LinkedIn, LinkedIn Talent Blog, April 11, 2017.



Recruiting need: immediate

## Create a budget checklist.

Create a recruitment marketing campaign to quickly get qualified candidates to respond and apply for your open roles. Use solutions like Recruitment Ads and Sponsored Content that allow you to target specific profiles. Set budget limits, track performance, and monitor spend so you don't end up spending more without getting the results you need.

Consider adjusting your budget to reflect the immediate needs of a campaign. For example, to attract the volume of candidates needed to fill your pipeline, you might spend more money up front, rather than holding steady week after week.

### Budget campaign questions to ask:

- What is the total budget for your campaign?
- What is the time frame for this budget? Does it have to last for a whole year? One quarter?
- Can you easily re-allocate budget from one recruitment campaign to another if needed?
- Does your recruitment marketing solution allow you to set limits to keep spend in check?
- Does your solution allow you to track the performance of your campaigns?

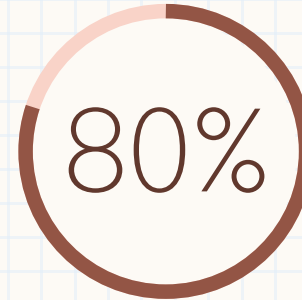


## Conclusion

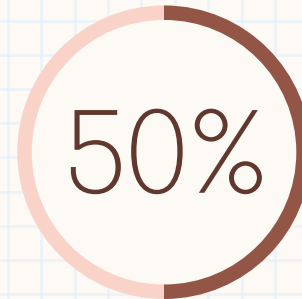
# A strong employer brand is crucial to hiring.

Your employer brand has an impact on how your company is perceived by candidates and can also influence your public image. Whether you're hiring now or in the future, investing in your brand will help increase the quality of your candidates and decrease your recruitment costs.

Communicate regularly with your stakeholders to reassess goals, and refine or add to your story to make sure your brand is always working for you. An honest and engaging view of your company will not only help you attract the right candidates, but also the talent you need, when you need it.



of talent leaders agree that their employer brand has a significant impact on their ability to hire great talent.<sup>6</sup>



more qualified applicants are attracted to great employer brands.<sup>7</sup>

<sup>6</sup> LinkedIn Talent Solutions, Global Recruiting Trends 2017.


<sup>7</sup> LinkedIn, The Ultimate List of Employer Brand Statistics.


## LinkedIn Talent Solutions

LinkedIn Talent Solutions offers a full range of hiring and recruiting solutions for every step in the process. We'll help you find and engage the right candidates, build your brand, and make even smarter talent decisions with LinkedIn data and insights.

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With 690+ million members worldwide, including 75% of the U.S. workforce, LinkedIn is the world's largest professional network.

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### Post

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[Post a Job](#)

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### Attract

Showcase your company culture and spotlight jobs with targeted ads.

[Career Pages](#)

[Recruitment Ads](#)

[Pipeline Builder](#)