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Guide

HOW TO BECOME A BRAND THAT ATTRACTS AND RETAINS TALENT



HOW TO LEVEL UP YOUR ORGANIZATION'S CAPABILITY TO ATTRACT AND RETAIN TALENT

Do you know which employer brand maturity stage your organization is currently at? From beginner to expert, this guide will help you figure out where your organization is now and what to do next in order to level up from maturity stage to another and become an irresistible employer brand that attracts and retains talent.

As a sweet cherry on top, this guide will also provide you with tips for defining your employer branding objectives and choosing the right metrics. Because in order to develop your brand, you'll need data. Get ready for a crash course for measuring brand awareness, attractiveness and reputation.

STRONG EMPLOYER BRANDS ENJOY BETTER RETENTION RATES AND LOWER HIRING COSTS

→ Employer branding is to affect how current and potential employees perceive your company as an employer and how the company is promoted to prospective employees. Organizations who prioritize employer branding in their strategy enjoy better retention rates and lower hiring costs, and gain more brand visibility and inbound candidates.

According to a study by Glassdoor, investing in employer branding reduces employee turnover by as much as 28% and cost per hire by 50%. When attracting new employees, 82% of job seekers consider the employer's brand and reputation before applying to a job.

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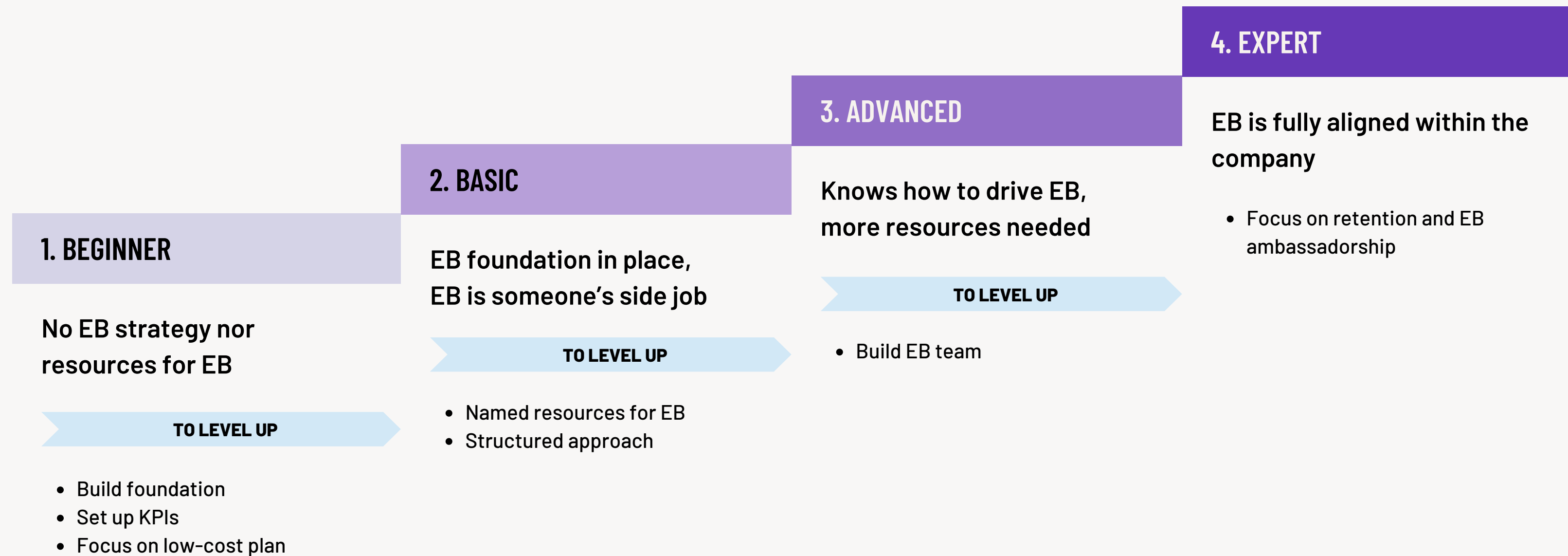
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Become a brand that attracts and retains talent

FOUR STAGES OF EMPLOYER BRAND MATURITY



Let's next go through the four stages of employer brand maturity. This part will help you pinpoint where your organization is currently at and what actions to take to level up.



→ 1. Beginner

Companies at the lowest employer brand maturity stage have never thought about or not yet activated or tried an employer branding strategy. This is typical for new and young organizations who have no resources for employer branding and recruitment marketing. It's difficult to recruit new employees as the company is new and unknown, hence headcount growth is driven by outbound recruitment.

At this stage companies might need external help to get started and build their employer brand systematically. Once the foundation (employer value proposition, early-stage employer brand strategy, career pages) is built, the focus can be set on topics the company sees as priorities. Starting small is ok. Focusing on a low-cost plan, setting KPIs, committing and implementing to see the impact will get the wheels turning and the excitement levels up.





→ 2. Basic

At the basic employer brand maturity stage, companies – quite obviously – have the basics in line: recruitment process, a career site, occasional social media presence. However, employer branding related activities are only someone's side job. These organizations' employer branding has started to take shape and the management understands that they'll face recruitment or attraction difficulties without an employer brand.

Organizations at this stage often focus on pushing job postings out as widely as possible to get attraction and inbound. However, they only get very little inbound. Furthermore, being able to attract potential candidates from the industry the business operates in but not from other industries is characteristic for the companies at the basic employer brand maturity stage.

To level up their employer brand maturity, companies need to set higher goals, plan how to achieve them, and preferably have a dedicated full-time employee to carry out the plan. Measuring is important to be able to show the management how ROI is moving either up or down.

→ 3. Advanced

Organizations with advanced employer brand maturity know how to drive their employer branding, and typically have all the following in line: job boards, career site, occasional employer branding content (e.g. communicating EVP and benefits, career stories, culture). Furthermore, there's usually one employee who's dedicated to driving employer branding forward, and recruiting is on board and aligned with employer branding. Companies at this employer brand maturity stage are able to attract candidates from and outside their own industry. The challenge for companies at this stage is the lack of resources – more hands are needed on deck.

To level up, the next step would be to build an employer branding team or utilize employer branding consultants. This will help enhance brand consistency and systematic workflows, and carry out more strategic and or tactical activities to drive continuous inbound. It's also time to get marketing involved and aligned with employer branding.





→ 4. Expert

At the highest employer brand maturity stage, employer branding is fully aligned within the company: Employer branding is part of the future vision for the business and it is used as a competitive advantage. There are named resources for employer branding, employer value proposition (EVP) is communicated to internal and external audiences, and employer branding is embedded in every aspect of hiring.

Next, the focus needs to be set on employee experience and employer brand ambassadorship to succeed in the talent competition. Also growing and or up-skilling the employer branding team and gaining more synergies between employer branding, HR, recruiting and marketing will help develop employer branding work and keep up the good work.

MEASURING EMPLOYER BRANDING

Employer branding is like planting and harvesting – it requires time and systematic approach to eventually see the results. When developing your brand, the biggest mistake would be not measuring! Data will reveal if you're improving and focusing on the right things.

Good starting point is to define what you want to measure and what the starting point is. Before covering the key employer branding metrics, let's first talk about defining objectives.



DEFINING EMPLOYER BRANDING OBJECTIVES

If defining objectives feels difficult, thinking about the following questions can help:

- What do you want to improve?
- Which issues are you trying to solve?

Examples of employer branding objectives:

- Increasing employer brand awareness Increasing organization's attractiveness in selected target group
- Increasing the number of quality candidates in the recruitment pipeline
- Reducing cost per hire and time to hire
- Increasing employee retention rate

Remember to include both quantitative and qualitative metrics. Numbers are easy to track, but qualitative metrics will help you understand what you've done right and how you've reached the numbers.

KEY EMPLOYER BRANDING METRICS

You'll next get examples of the key employer branding metrics from three angles: Brand awareness, attractiveness and reputation.

→ Employer brand awareness metrics

- Reach and impressions on social media
- Website traffic
- Brand searches on search engines
- Brand awareness and -image surveys
- Data from interviews: "How did you hear about our organization?"

→ Employer brand attractiveness metrics

- Engagement on social media: Reach, clicks, shares, likes, comments, mentions (of your organization)
- Website traffic sources
- Search engine results
- Surveys conducted by other parties

→ Employer brand reputation metrics

- Recommendation: How many percent of the hired people from the last X months came through employee referrals?
- Feedback from job seekers, reasons for accepting and rejecting a job offer
- Reviews on sites like Glassdoor
- Social media listening: What do people say about your organization in different channels?

HOW TO GET STARTED WITH MEASURING EMPLOYER BRANDING

1. Analyze the current situation and set a starting point
2. Define the most crucial challenges and objectives
3. Choose the metrics and methods how you'll collect qualitative and quantitative data
4. Follow and analyze data and optimize

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