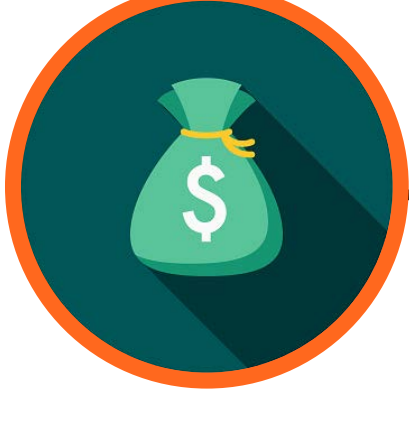


10 REASONS WHY EMPLOYER BRANDING IS IMPORTANT



Companies with a stronger employer brand see a decrease of **43%** in cost per hire

67%

of job seekers would accept a lower salary if a company has positive reviews online



A bad reputation could cost a company with 10,000 employees **\$7.6** million in additional wages

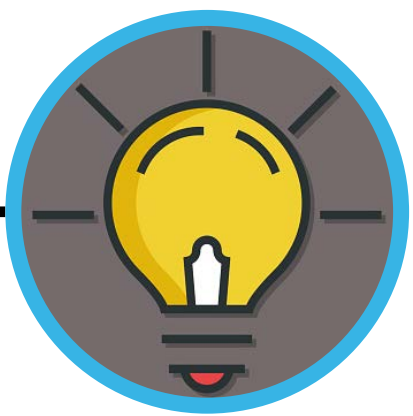
Employers who fail to invest in their reputation could be paying up to **\$4,723** per employee hired



69% of candidates likely apply to a company if they actively manage their employer brand

84%

of employees consider leaving their current jobs if another company has a better reputation



88% of millennials believe that being part of the right company culture is important

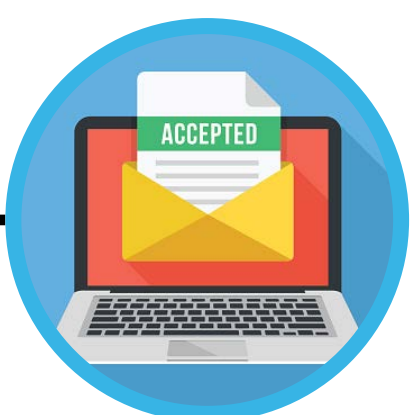
72%

of recruiting leaders worldwide agree that employer brand has a significant impact on hiring



79% of job seekers are likely to use social media in their job search

A strong employer brand leads to **50%** more qualified applicants



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