

The Five Top Benefits of Employer Branding



In today's market, attracting and keeping top-tier candidates is a constant challenge. To meet it, employers should not only consider what they're looking for in employees, but also what prospects (and current employees) think about you as an employer.

Here's what a strong, well-maintained employer brand does for your staffing efforts.

1 It attracts people who fit.

When you have a clear, strong employer brand, job seekers get a good sense of who you are and of how it would feel to work for you. They can imagine whether or not they'd fit your culture. These candidates become a pool of qualified people. When a position becomes available, they're eager prospects who are ready to be part of your team.

2 It lowers cost-per-hire.

If you maintain and promote your brand across social media platforms, the pool of qualified candidates available to you expands quickly, as does the number of qualified people who know you and what you represent. As you continue to hire people who fit your work environment, current employees recommend you to their friends and former associates. These referrals dramatically lower your cost-per-hire (CPH).

3 It cuts time-to-hire.

If you have a strong, well-promoted brand, qualified candidates are always willing to apply. Talent acquisition teams can qualify the candidates long before you need them. When you have a vacancy, you simply sift through the options, with minimal disruption to your current employees and day-to-day operations. The recruitment process becomes more-efficient and shorter.

4 It stabilizes retention rate.

When employees are happy in their jobs and love where they work, they're not only going to be more productive; they're going to stay. By boosting retention, your brand helps reduce the cost of advertising, recruiting, and training new staff. It also makes your organization stronger overall.

5 It boosts employee engagement.

A strong brand represents the great work environment, career development, personal growth, and motivation your company offers current employees. It engages them, giving them something to aspire to and to sustain. And it offers them a reason to be proud of where they work and the work they do.

About EG.

Since its founding in Battle Creek, Michigan in 1958, EG Workforce Solutions has become a leader in custom-designed solutions for businesses and job seekers. We handle everything from direct hires and staffing to Managed Services and Recruitment Process Outsourcing (RPO). For more information on EG Managed Services, visit egnow.com.

Today, you can rely on EG for the expertise, thinking, and resources you need, whether you're an employer or a job-seeker ready to take that next step in your career.



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