



What is Employer Branding and why it matters?

WHAT IS EMPLOYER BRANDING

Employer branding is how a company portrays itself to attract and retain talent. It involves shaping the companies image as an employer of choice through culture, values, and reputation.

This strategy aims to engage employees, attract top talent, and create a positive workplace environment aligned with business goals.

WHY DOES IT MATTER?

78% of job seekers consider employer reputation before applying for a job.

64% of millennials say that a strong employer brand influences their decision when considering job opportunities.