

5 BEGINNING STEPS OF EMPLOYER BRANDING



Your EVP (Employee Value Proposition)

- Understand your unique qualities
- Define employee benefits
- Create EVP statement

1



Assess current brand perception

- Internal feedback
- External perception
- Identify opportunity to improve

2

Craft your brand story

- Highlight culture and values
- Show testimonials
- Demonstrate influence

3



Enhance online presence

- Optimise career page
- Leverage social media
- Engage with candidates

4

Measure and adjust

- Monitor satisfaction & retention
- Evaluate campaign success
- Continuous improvement

5



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