



Access the power of technology.

Employer Brand Strategy

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An **Employer Branding Strategy** allows us to control and positively change the dialogue surrounding our company, to ensure higher talent acquisition and retention.

An **Employer Brand** is what our organization communicates as our identity to both potential and current employees. A positive employer brand communicates that our organization is a good employer and a great place to work. **Employer Brand** affects recruitment of new employees, retention and engagement of current employees. It includes the overall perception of our organization in the market and it describes our promise (or **Employee Value Proposition**) to employees in exchange for their experience, talents, contacts, or skills.

Employer Branding, is how we market our company to desired job seekers. We do this by showcasing our organization's unique cultural differentiators, and then working to amplify them so we can position ourself as a desirable place to work.

Our **Employer Brand** is primarily tied to the experiences of our workers and what they have to say about our organization. Social media posts, job reviews and testimonials, direct network conversations, and face-to-face referrals are all ways our current, former, and even prospective employees can impact our company's reputation.

Employer Value Proposition

An **Employer Value Proposition** encompasses our organization's mission, values, and culture, and gives employees a powerful reason to work for us. It's everything our company can offer as an employer, in exchange for all the skills and experience our employees bring to the table.

The messaging we use to broadcast our **Employer Brand** and **Employer Value Proposition** shouldn't just be a list of the perks and benefits we offer. An **Employer Value Proposition** is considered an employee-centered approach because it's a proposition that's been discovered, defined, and tested with existing employees. Before we craft our **Employer Brand** proposition, our company's benefits should be well-established, well-defined, and a proven success with our current employees. And if they're not, and we're looking to revamp things, consider what influences a person's decision whether to accept a job offer or not, including:

- Company values and culture
- Company location(s) and facilities, including accessibility and convenience
- Overall compensation
- Career development
- Management style
- Team caliber and quality
- Quality of work
- Ongoing employee recognition
- Work-life balance, or proportion of work to time off
- Benefits, such as dental insurance and vacation time
- On-the-job perks like flextime, and telecommuting
- Non-salary financial perks like commuter credits, bonuses, relocation/assistance
- Opportunities for travel and client exposure
- Opportunities to perform community service
- Job security

The Employer Branding Process

Step 1. Get familiar with our company

Define our company's unique attributes – our organization's core business, vision, mission, values, and culture. Understand our company objectives, and what sort of talent is needed to accomplish those objectives.

Step 2. Do an audit of our employer brand

Identify what's working at our company so we can keep doing it, and what areas need improvement. Both are important to company operations and morale. It's additionally important during the talent acquisition process in order to discover ways to improve it.

Step 3. Define an Employer Value Proposition

Write an **Employer Value Proposition** that clearly communicates the values of our corporate brand, while reflecting what's special about working at our organization. Align with our customer brand, but have it speak directly to our employees. Start with questions such as "WHO are we trying to reach? And WHAT do they want?"

Step 4. Build engagement among current employees

Our employees also shape our company's culture, live our values, achieve our objectives, and manifest our company's mission. We need employee participation to create our **Employer Brand**. Here are a few ways to get our workers more engaged with our employer brand:

Hone the message. Use a set of words or phrases that become a part of our company's language, as a way to describe our company's values and what the experience of working for our company is all about. Keep it simple, clear, informative, and unique. Use this in HR or recruiting meetings, and focus this language on our career pages, recruiting sites, social media accounts, and anywhere else our **Employer Brand** can be leveraged.

Show off our employees, by having them show off themselves. Encourage our workers to update their online profiles so they're current, professional, and attention-worthy. Any time our former or current star employees bring positive attention to our customer or employer brand, we're putting our best recruiting foot forward.

As our employees update their personal and professional profiles, ask them to write (honest, but ideally favorable) reviews of our company on job listing sites, to post company news and updates, and to share job opportunities to their personal networks as they come up. Their social media network size is much larger than our companies size.

The first 90 days of employment are critical when turning a new team member into a productive employee. Make sure new hires have the tools, introductions, and orientations they need to hit the ground running and start thriving in their new roles.

Offer skills training and advancement opportunities. Nothing saves recruiting costs more than promoting from within, so give our workers opportunities for personal growth and professional development. Offer management and leadership training, special certifications, and plenty of avenues for career advancement to capture job candidate interest and commitment from our employees.

Step 5. Write creative job descriptions

Job posts are often the first contact candidates have with our company, so they're a perfect way to promote our employer brand. If we're going for a brand voice that stands out, instead of, "must demonstrate excellent communication skills" we might try, "You're the type who'd just as soon pick up the phone than wait for an email; the phrase 'cold call' doesn't give you the shivers," as a more descriptive, attention-getting way of bringing our organization's personality to life. Then, optimize our search engine results using — but not overusing — words and phrases you know our ideal candidates are searching for.

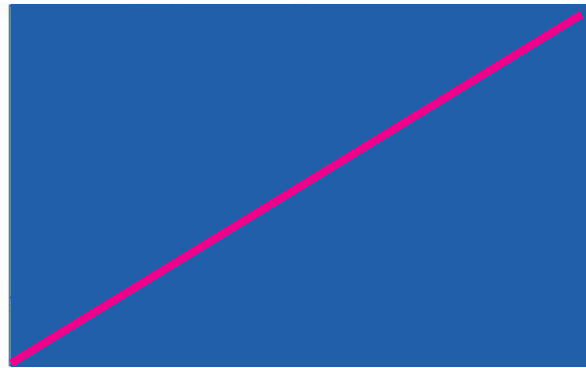
Our Commitment • Our Culture • Our Benefits

Add text here. Occus torro vit occus et fugia que assentem sitia intis dipsandae. Nemolorum ea cus re, officaborro

Our Commitment

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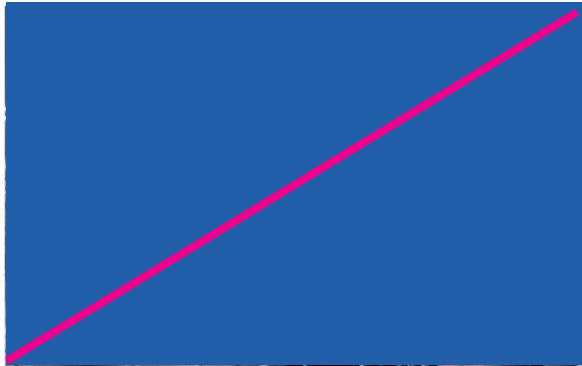
[READ MORE](#)



Our Culture

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[READ MORE](#)



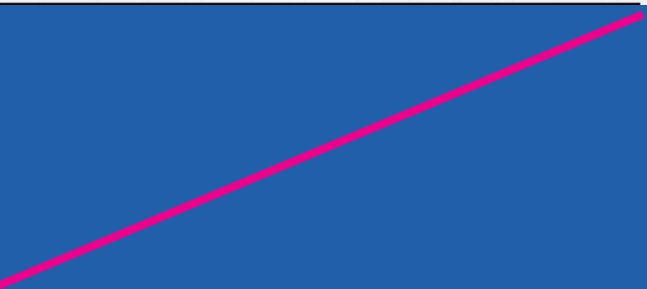
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[READ MORE](#)

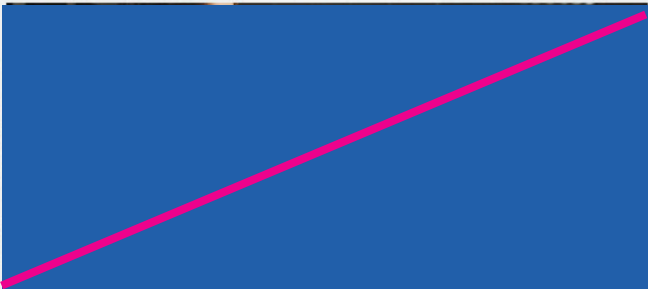


Our Commitment



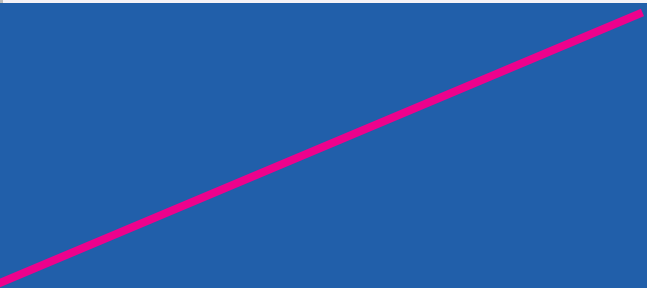
Personal Wellness

Add text here.Vercimust atibus eatistia corem volupta spellaturest earum quamus incim dem ut quam doluptatus prorum de Add text here.Vercimust atibus eatistia corem volupta spellaturest earum quamus



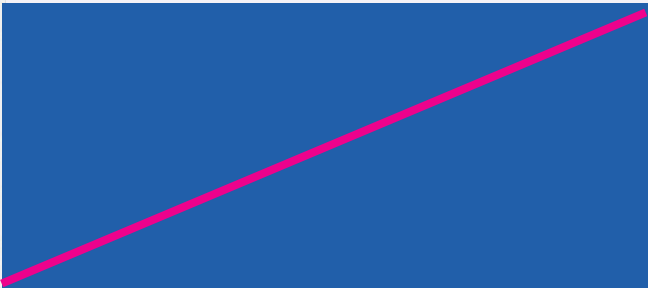
Personal Performance

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Safety

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Title

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Our Culture

We are One Team

Add text here. Vercimust atibus eatistia corem volupta spellaturest earum quamus incim dem ut quam doluptatus prorum de Add text here. Vercimust atibus eatistia corem volupta spellaturest earum quamus

We are a 60 Year Old Company

Add text here. Vercimust atibus eatistia corem volupta spellaturest earum quamus incim dem ut quam doluptatus prorum de Add text here. Vercimust atibus eatistia corem volupta spellaturest earum quamus

Safety

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Values

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Our Benefits

We are One Team

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Edit



Header

Page info

Buttons

About

Overview

Locations

Community

Hashtags

Featured groups

Manage languages

Update basic information to increase Page Discovery

Page logo



* indicates required

Name *

ATEK Access Technologies, LLC

29/100

Tagline

Advanced M2M technologies for superior efficiencies, essential data, improved safety/control, & expert solutions/support

120/120

[Manage information in another language](#)

Edit



Header

Page info

Buttons

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Featured groups

Manage languages

Select buttons to display on your page

* indicates required

Custom button

Add a custom button to drive business actions through your LinkedIn page

On

Button name *

Visit website

URL *

http://www.atekcompanies.com

Button Preview



ATEK Access Technologies, LLC

Industrial Automation · Eden Prairie, MN · 343 followers

Advanced M2M technologies for superior efficiencies, essential data, improved safety/control, & expert solutions/support

Edit

Header

Page info

Buttons

About

Overview

Locations

Community

Hashtags

Featured groups

Manage languages

Provide details to display on your page

* indicates required

Description *

Welcome to our LinkedIn page.
ATEK Access Technologies, LLC (headquartered in Eden Prairie, MN and with a factory in Brainerd, MN) designs, manufactures and markets high technology products that provide our customers with access to superior efficiencies and savings, essential data

1415/2000

Manage description in another language

Website URL *

http://www.atekcompanies.com

☐ My organization doesn't have a website

Industry *

Industrial Automation

Company size *

201-500 employees

Company type *

Privately Held

Edit

Header

Page info

Buttons

About

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Featured groups

Manage languages

Update locations to let members know where you're based

If you don't have a street address, you can exclude it.

+ Add a location

| Address | Location name | Actions |
|--------------------------------------------------------------------------|------------------------|---------|
| 10025 Valley View Road, Suite 190, Eden Prairie, MN 55344, United States | Headquarters (Primary) | |
| 210 NE 10th Ave, Brainerd, MN 56401, United States | MN Plant | |

Edit

Header

Page info

Buttons

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Featured groups

Manage languages

Add up to 3 hashtag topics that matter to your page

You can see and respond to trending posts from the hashtag feed.

+ Add a hashtag

| Hashtags | Actions |
|-----------------------------|---------|
| #portablememory | |
| #industrialinternetofthings | |
| #wirelesstankmonitoring | |

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Hashtags


Featured groups

Manage languages

Add groups you want to showcase

Members can see and request to join your groups from your Page. [Learn more](#)

+ Add a featured group

| Group name | Actions |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|
|  American Association of Automatic Door Manufacturers (AAADM) 859 members | |


LinkedIn - Careers page

This section only for Paid Subscription to Careers Pages

ⓘ This page is only viewable by admins. Please upgrade to Career Pages in order to publish. **Upgrade**


✕

Let's make the most of your page
Use Career Pages to drive interest in your company. Invite job seekers to engage with your brand and open job opportunities



See tips and tricks on how to optimize your page

[See best practices](#)



Watch this video explaining Career Page essentials

[Watch video](#)

Page settings

Required information *

Page name * ⓘ

New page

Pixel tracker URL ⓘ

Main Image/Video ⓘ



+ Add media

Supported media types:    

LinkedIn - Careers Page

This section only for Paid Subscription to Careers Pages

Company leaders (Add a minimum of 2 and a maximum of 4 leaders) ⓘ

Hidden ☐

Give candidates an insider's look into the leadership team so they see who they'd be working with.

Add a headline

Click here to start writing content...

+ Add company leader

+ Add company leader

+ Add company leader

+ Add company leader

Spotlight (Add a minimum of 2 and a maximum of 3 modules)

Give candidates a snapshot of what it's like to work at your company. Highlight your culture, benefits, philanthropic work, team activities, and more.

Custom module 1

Hidden ☐

image



+ Add media

Supported media types:

Add a subtitle

This is your chance to give candidates a "behind-the-scenes" look at your company - write about a fun company event, highlight a nonprofit your company supports, or showcase ways your company gives back to its employees.

Add URL Link

Custom module 2

Hidden ☐

Add a subtitle

This is your chance to give candidates a "behind-the-scenes" look at your company - write about a fun company event, highlight a nonprofit your company supports, or showcase ways your company gives back to its employees.

Add URL Link

image



+ Add media

Supported media types:

LinkedIn - Careers Page

This section only for Paid Subscription to Careers Pages

+ Add another module

Company Photos (Add a minimum of 4 and a maximum of 20 pictures)

Hidden ☐

Pick photos that will help tell your company's story. What do your offices look like? Ask different teams to capture what's going on in their departments.


| | | | |
|----------------------------------------------------------------------------------------------------------------|------------|------------|------------|
| name image Click here to upload image from computer Minimum size: 900px (width) by 600px (height) | name image | name image | name image |
|----------------------------------------------------------------------------------------------------------------|------------|------------|------------|

Employee Perspectives (Add a minimum of 2 and a maximum of 3 Pulse articles) ?


Visible ☒


Share content that your employees publish on LinkedIn. Ask different departments to create content, so the entire company is represented.

article?



Choose a LinkedIn article:



 Paste a LinkedIn article URL

 Browse articles

Testimonials ?

Hidden ☐

Prospective talent wants to know what it's like working at your company. Share authentic company insights from employees.

| | |
|------------------------------------------------------------------------------------------------------------|----------------------------------------|
| name  + Add employee | Click here to add an employee quote... |
| name  + Add employee | Click here to add an employee quote... |

- Home
- Trending
- Subscriptions
- Library
- History
- Watch later
- Jiffy Lube
- Liked videos
- Show more

SUBSCRIPTIONS

- Popular on YouTube
- Music
- Sports
- Gaming

MORE FROM YOUTUBE

- YouTube Premium
- Movies & Shows
- Gaming

ATEK Access Technologies
20 subscribers

CUSTOMIZE CHANNEL YOUTUBE STUDIO (BETA)

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION **ABOUT**

Description

Welcome to the official ATEK Access Technologies YouTube channel. Advances in technology are changing the world on a daily basis, and raising user expectations across every industry. At ATEK Companies, we're using leading-edge technologies to deliver the highest quality products and services in each market we serve.

Details

Location: United States

Stats

Joined May 30, 2014

3,029 views

Renee Squires
22 subscribers

CUSTOMIZE CHANNEL YOUTUBE STUDIO

HOME VIDEOS **PLAYLISTS** CHANNELS DISCUSSION ABOUT

Created playlists

TankScan
VIEW FULL PLAYLIST

AssetScan
VIEW FULL PLAYLIST

Larco Guardian II
VIEW FULL PLAYLIST

Datakey Application Training
VIEW FULL PLAYLIST

Datakey
VIEW FULL PLAYLIST

Larco Industrial Safety Mat Training Modules
VIEW FULL PLAYLIST

glassdoor

for Employers

ProductsResourcesBlogHelpMy Employer Center

ATEKSign Out

Home

Company Info

Company Story

Company Updates

Basic Info

Introduce yourself to job seekers.

Company Website

www.atekcompanies.com

Total Employees

51 to 200 employees

HQ City

Eden Prairie, MN

Year Founded

- Year -

Annual Revenue

\$1 to \$5 million (USD)

Sector

- Sector -

Industry

- Industry -

Company Type

Company - Private

Company Status

- Status -

Company Leader

Do you need to add regional leaders for different countries?

| Global CEO | CEO Name | CEO Title | Countries |
|------------|----------|-----------|-----------|
| ✓ | | | ... |

Add Another Region Specific CEO

glassdoor

for Employers

[Products](#)
[Resources](#)
[Blog](#)
[Help](#)
[My Employer Center](#)

ATEK

Sign Out

Home

Companies

Jobs

Salaries


Reviews

Interviews

Bookmarks

Affiliated Companies

Include the profiles of your parent company or other companies you operate. Companies will be displayed in the order they are listed.



Solar Plastics

[Add Another Company](#)


Company Locations


Create a filtered view of your Glassdoor profile for each major workplace location.


| Display Name | City | Address | Postal Code |
|----------------------------------------|------|---------|-------------|
| Add a Company Location | | | |

Verified Details

Competitors







Stock Symbol

17

www.attekcompanies.com

[Learn More](#)

A description about your company

A mission about your company

www.atekcompanies.com

for Employers

[Products](#)
[Resources](#)
[Blog](#)
[Help](#)
[My Employer Center](#)

ATEK

Sign Out

Employer Profile | English - (US)

Add and edit public information that's shown on your Glassdoor Employer Profile.

[Company Info](#)
[Company Story](#)
[Company Updates](#)

Add a Company Update

Reach followers and visitors to your profile by publishing company news and updates.

social media type posts

0 of 1100 characters

Post

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[Terms of Use](#) | [Privacy & Cookies](#)

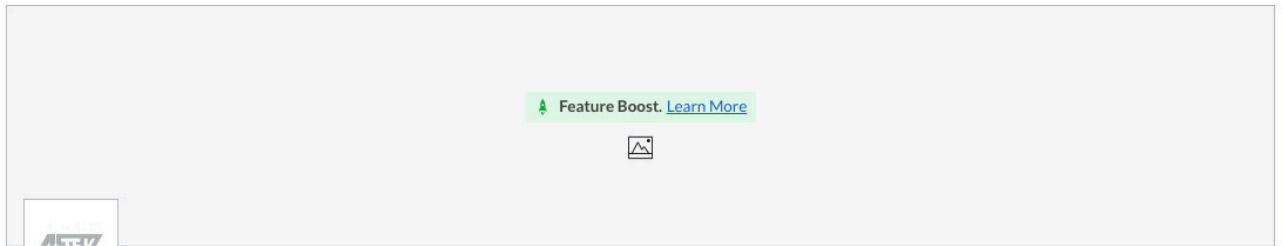
Employer Profile | English - (US)

Add and edit public information that's shown on your Glassdoor Employer Profile.

Company Info ▾ Company Story Company Updates

Logo and Cover Photo

Upload a logo and add a cover photo you think represents your company well.



📈 Feature Boost. [Learn More](#)



Photos

Adding photos of your organization's team, office or location, and events can help your jobs stand out to candidates.

[View Community Contributed Photos](#)

Reorder

Add Photo



glassdoor

for Employers

ProductsResourcesBlogHelpMy Employer Center

ATEKSign Out

Home

Build

Messages

Analytics

Help

Employer Profile

Add and edit public information that's shown on your Glassdoor Employer Profile.

Company InfoCompany StoryCompany Updates

Benefits

Benefits Summary

Exclusive Feature.

Showcase distinct benefits offered by your organization.

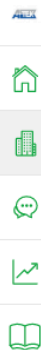
Learn More

Benefits And Pledges

Offered InUnited States

| Benefits | Description | Employee Reporting |
|----------------------------------------------------------|---------------------------------|--------------------|
| Insurance, Health & Wellness | | |
| <input type="checkbox"/> Health Insurance | Add Description | 0% |
| <input type="checkbox"/> Dental Insurance | Add Description | 0% |
| <input type="checkbox"/> Flexible Spending Account (FSA) | Add Description | 0% |
| <input type="checkbox"/> Vision Insurance | Add Description | 0% |
| <input type="checkbox"/> Health Savings Account (HSA) | Add Description | 0% |
| <input type="checkbox"/> Life Insurance | Add Description | 0% |
| <input type="checkbox"/> Supplemental Life Insurance | Add Description | 0% |

| | | | |
|--------------------------|--------------------------------------------|---------------------------------|----|
| <input type="checkbox"/> | Disability Insurance | Add Description | 0% |
| <input type="checkbox"/> | Occupational Accident Insurance | Add Description | 0% |
| <input type="checkbox"/> | Health Care On-Site | Add Description | 0% |
| <input type="checkbox"/> | Mental Health Care | Add Description | 0% |
| <input type="checkbox"/> | Retiree Health & Medical | Add Description | 0% |
| <input type="checkbox"/> | Accidental Death & Dismemberment Insurance | Add Description | 0% |
| Financial & Retirement | | | |
| <input type="checkbox"/> | Pension Plan | Add Description | 0% |
| <input type="checkbox"/> | 401K Plan | Add Description | 0% |
| <input type="checkbox"/> | Retirement Plan | Add Description | 0% |
| <input type="checkbox"/> | Employee Stock Purchase Plan | Add Description | 0% |
| <input type="checkbox"/> | Performance Bonus | Add Description | 0% |
| <input type="checkbox"/> | Stock Options | Add Description | 0% |
| <input type="checkbox"/> | Equity Incentive Plan | Add Description | 0% |
| <input type="checkbox"/> | Supplemental Workers' Compensation | Add Description | 0% |
| <input type="checkbox"/> | Charitable Gift Matching | Add Description | 0% |



Family & Parenting

| | | | |
|--------------------------|-----------------------------|---------------------------------|----|
| <input type="checkbox"/> | Maternity & Paternity Leave | Add Description | 0% |
| <input type="checkbox"/> | Work From Home | Add Description | 0% |
| <input type="checkbox"/> | Fertility Assistance | Add Description | 0% |
| <input type="checkbox"/> | Dependent Care | Add Description | 0% |
| <input type="checkbox"/> | Adoption Assistance | Add Description | 0% |
| <input type="checkbox"/> | Childcare | Add Description | 0% |
| <input type="checkbox"/> | Reduced or Flexible Hours | Add Description | 0% |
| <input type="checkbox"/> | Military Leave | Add Description | 0% |
| <input type="checkbox"/> | Family Medical Leave | Add Description | 0% |
| <input type="checkbox"/> | Unpaid Extended Leave | Add Description | 0% |

Vacation & Time Off

| | | | |
|--------------------------|--------------------------|---------------------------------|----|
| <input type="checkbox"/> | Vacation & Paid Time Off | Add Description | 0% |
| <input type="checkbox"/> | Sick Days | Add Description | 0% |
| <input type="checkbox"/> | Paid Holidays | Add Description | 0% |
| <input type="checkbox"/> | Volunteer Time Off | Add Description | 0% |
| <input type="checkbox"/> | Sabbatical | Add Description | 0% |
| <input type="checkbox"/> | Bereavement Leave | Add Description | 0% |



Perks & Discounts

| | | | |
|--------------------------|------------------------------|---------------------------------|----|
| <input type="checkbox"/> | Employee Discount | Add Description | 0% |
| <input type="checkbox"/> | Free Lunch or Snacks | Add Description | 0% |
| <input type="checkbox"/> | Employee Assistance Program | Add Description | 0% |
| <input type="checkbox"/> | Gym Membership | Add Description | 0% |
| <input type="checkbox"/> | Commuter Checks & Assistance | Add Description | 0% |
| <input type="checkbox"/> | Pet Friendly Workplace | Add Description | 0% |
| <input type="checkbox"/> | Mobile Phone Discount | Add Description | 0% |
| <input type="checkbox"/> | Company Car | Add Description | 0% |
| <input type="checkbox"/> | Company Social Events | Add Description | 0% |
| <input type="checkbox"/> | Travel Concierge | Add Description | 0% |
| <input type="checkbox"/> | Legal Assistance | Add Description | 0% |

Professional Support

| | | | |
|--------------------------|--------------------------|---------------------------------|----|
| <input type="checkbox"/> | Diversity Program | Add Description | 0% |
| <input type="checkbox"/> | Job Training | Add Description | 0% |
| <input type="checkbox"/> | Professional Development | Add Description | 0% |
| <input type="checkbox"/> | Apprenticeship Program | Add Description | 0% |
| <input type="checkbox"/> | Tuition Assistance | Add Description | 0% |

Verify the benefits your company offers by clicking the checkboxes. Add a short description to the benefit by clicking the add/edit link.

Pledges & Certificates

Description

Verified

| | | | |
|--------------------------|------------------------------|---------------------------------------------------------------------------------------------------------|---|
| <input type="checkbox"/> | Registered Apprenticeships | Offers federal/state recognized on-the-job training program(s) | |
| <input type="checkbox"/> | Veteran Hiring Commitment | Committed to helping America's military veterans find work | ✓ |
| <input type="checkbox"/> | Pay Equality Pledge | Committed to paying equitably for equal work & experience | ✓ |
| <input type="checkbox"/> | Tech Hiring Commitment | Helping to train, hire and promote more technology workers | ✓ |
| <input type="checkbox"/> | Career Advancement Program | Helping employees "upskill" into higher-paying positions | ✓ |
| <input type="checkbox"/> | Social Responsibility Pledge | Formal programs or foundation to give back to communities | ✓ |
| <input type="checkbox"/> | Diversity Commitment | Has programs that support a diverse and inclusive workforce | ✓ |
| <input type="checkbox"/> | Pledge to Thrive | Taking steps to prioritize employee well-being | ✓ |
| <input type="checkbox"/> | First Job Programs | Maintain entry-level hiring and career development programs to give people career starts | ✓ |
| <input type="checkbox"/> | Fair Chance Pledge | Maintain hiring/training programs for those with criminal records as an opportunity for a second chance | ✓ |
| <input type="checkbox"/> | Returnships | Offer formal "internships" for mid-career people or those returning to the workforce | ✓ |

All items with the Verified label must be reviewed by Glassdoor before they are visible on your profile.

Cancel

Save Changes

Employer Profile | English - (US)


Add and edit public information that's shown on your Glassdoor Employer Profile.

Company Info ▾

Company Story

Company Updates

Featured Awards

 **Exclusive Feature.** Select up to 5 Awards to be featured.

Learn More

All Awards

Add awards to display on your company profile. Select up to five featured awards to display most prominently.

Add Award

Career Page


Edit career page from your dashboard.

Customize your Career Page

[View desktop version](#)

Company Logo

Brand your Career Page with your company logo



[Replace](#) [Remove](#)

Theme Colors

Choose your brand colors

Header color

Background color

Custom Content

Help job seekers learn more about your company

About Us

Our industry leading brands use the power of advanced machine-to-machine technologies to give you access to superior efficiencies and savings, essential data and systems, improved safety and control, and expert solutions and support. Access the power of technology.

Company Address

Help job seekers find your company

10025 ValleyView Road Suite 190, Eden Prairie, MN 55344

[Preview](#)**Additional information (optional)**

Enter additional information to help job seekers locate your business, such as nearby landmarks, bus stops, or crossroads.

Photos

Showcase your company's branding, work environment and products

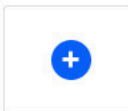
[Remove](#)[Remove](#)[Remove](#)[Remove](#)

Photo guidelines: minimum pixel dimensions of 300 x 300; maximum file size of 2MB; PNG or JPG format only. Up to 5 photos can be uploaded to your Career Page.

[Save](#)

Company Page

Edit company page from your dashboard.

Customize Your Company Page

By customizing your company page, you verify that you are entitled to represent this company and that you agree to Indeed's [Terms of Service](#) and consent to our [Cookie Policy](#) and [Privacy Policy](#).

Branding

Employer details

Your Global branding content will be shown to all Indeed users by default. To add branding content for a specific language or country, select from the dropdown and start localizing.

Global

Header image

Your header image will be displayed at the top of your company page.

Requirements: at least 980 x 200 pixels, in .jpg, .png, or .gif format.
Image may be cropped or resized to fit.

Choose Image

Logo

Your logo will be displayed at the top of your company page.

Requirements: High resolution, width and height should be at least 120 pixels, 400 x 160 pixels recommended, in .jpg, .png, or .gif format.
Animated .gif and .png files are not supported.

Crop Preview

Drag and resize the box below to crop your logo to fit.



Company Page

Custom content

Your custom content will be displayed on the Why join us tab of your Company Page.

Add up to 10 videos, images, or text to your company page. You can use the arrows to place them in your preferred order.

Add custom content

Your video, image or text should reflect aspects of your company most desirable or informative to job seekers.

Video **Image** **Text**

Title

YouTube Embed URL

Description (optional)

Save Cancel

About ATEK Access Technologies**Company description**

Your company description will be displayed on your Company Page.

ATEK Access Technologies delivers access to data and systems, efficiencies and savings, safety and control through its four product brands: AssetScan, Datakey, Larco and TankScan.

Brief company description

Your brief company description will be displayed together with your logo across the Company Reviews pages, on your Featured Employer ad units, and on job descriptions.

22 characters remaining

ATEK Access Technologies delivers access to data and systems, efficiencies and savings, safety and control through its four product brands: AssetScan, Datakey, Larco and TankScan.

Save

Cancel

Company Page

Links

Share all of your brand's important websites on your Company Page.

Your company's latest updates on Twitter, Facebook and Instagram will also be shown on your Company Page.

Twitter

N/A

Facebook

<https://www.facebook.com/ATEK-Access-Technologies-104345464323791/>

Instagram

N/A

Larco twitter

<https://twitter.com/larco>

LinkedIn Larco

<https://www.linkedin.com/showcase/larco---atek-access-technologies-/?viewAsMember=true>

LinkedIn TankScan

<https://www.linkedin.com/showcase/tankscan/?viewAsMember=true>

LinkedIn Datakey

<https://www.linkedin.com/showcase/datakey---atek-access-technologies/?viewAsMember=true>

Edit

Branding

Employer details

Basic information





| | |
|------------------------------------------------------------------------------------|---------------------------------------|
| Industry | Employees |
| <input type="text"/> | <input type="text"/> |
| Address | |
| <div>10025 Valley View Road Ste. 190 Eden Prairie, MN 55344</div> | |
| Revenue | |
| <input type="text"/> | |
| Website URL | |
| <input type="text" value="http://www.atekcompanies.com/atek-access-technologies"/> | |
| <input type="button" value="Save"/> | <input type="button" value="Cancel"/> |

Global leadership

Add your leader's full name and portrait picture.

Requirements: square, at least 120 x 120 pixels, 400 x 400 pixels recommended, in .jpg, .png, or .gif format.
Your file may be cropped or resized to fit.

| |
|---------------------------------------------|
| Leader name |
| <input type="text"/> |
| Photo |
| <input type="button" value="Choose Image"/> |
| <input type="button" value="Save"/> |
| <input type="button" value="Cancel"/> |








Liked
Following
Share
...
Contact Us


About

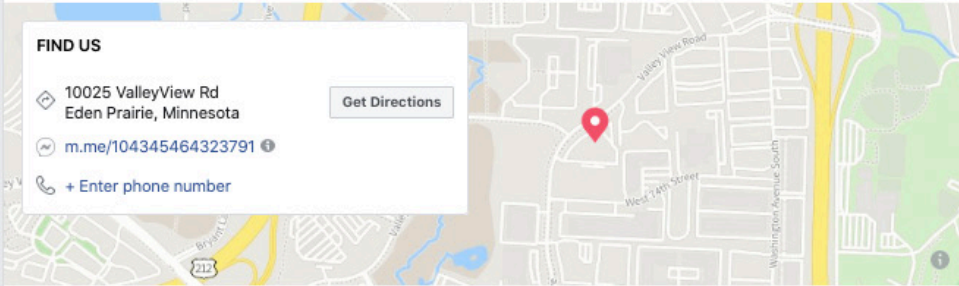
[Edit Page Info](#)

FIND US

 10025 ValleyView Rd
Eden Prairie, Minnesota
 [Get Directions](#)

 m.me/104345464323791

 + Enter phone number



GENERAL

Category Science, Technology & Engineering [Edit](#)

Name ATEK Access Technologies [Edit](#)


Username [Create Page @username](#)


BUSINESS INFO


[Edit Start Date](#)

[Edit business types](#)


ADDITIONAL CONTACT INFO


 + Enter email


 <http://www.atekcompanies.com/atek-access-technologies>


 [Edit Other Accounts](#)


MORE INFO


 **About**
ATEK Access Technologies delivers access to data and systems, efficiencies and savings, safety and control through its four product brands: AssetScan, Datakey, Larco and TankScan.


 [Edit Impressum](#)

 [Edit Products](#)

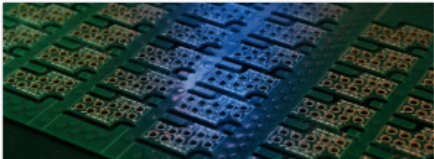
 [Add Menu](#)

 [Edit Privacy Policy](#)

 **Page ID**
104345464323791

 Science, Technology & Engineering

STORY



Access the Power of Technology

WELCOME TO THE WORLD OF ATEK ACCESS TECHNOLOGIES Our industry leading brands use the power of advanced machine-to-machine technologies to give you access to superior efficiencies and savings, essential data and systems, improved safety and control, and expert solutions and support. Access the power of technology.

[See More](#)

TEAM MEMBERS

These people manage the ATEK Access Technologies Page and have chosen to have the Page appear on their profile and their name and profile picture shown on the Page.

[Add yourself as a team member](#)

Facebook Business Page – What to post and examples



External to all Followers

Community

- Employee involvement in schools, community events or charities
- Company donations to local organizations
- Food drive sponsorships
- Exhibiting at local college
- Brainerd Lakes area community support
- Misc. involvement

Ads from Publications

- Rotary ad
- Any ads run in the local publications

Photos/Posts

- Trade show photos – employees at our tradeshow booths, speaking engagements
- Employees attending a speaking engagement
- Team building photos
- Company events – summer picnic, pics people attending mid-year, baseball game, Halloween and Christmas party, etc.
- Fun stuff photos – Today is National Donut Day, National Red-Head day, etc.
- Install of product in the field
- Photo of product in use
- BLT – working on a project
- Spotlight a customer

Internal to Employee Following our FaceBook Group

- Bravo Awards
- Meetings/Events
- Benefit Enrollment announcement
- Scholarship awards
- Employee news/recognition
- Congrats on a new hire, baby, grandchild, graduations, etc.
- Inspirational quotes to motivate
- Turn your clocks back, Check your smoke detector, etc.
- People stories
- Announcing a new rep or disty
- Employee of the month award
- Spotlight a customer or an employee
- For Sale – employee wanting to sell a tread mill, living room set, dining table, etc.
- Happy holidays/birthday/anniversary announcement
- Fun Facts
- Severe weather announcements
- General company announcements
- Fun viral videos – industry related
- New job opportunities
- Employee Referral Program
- Anything HR communicates via email

LinkedIn Company Page – What to post and examples



- Product information – not salesy
- Installation of a product in the field
- Product in use
- New product launch or featured enhancement
- New rep or disty
- Spotlight a customer
- Articles, case studies, white papers
- eBooks
- Blogs – employee's - business related
- Speaking engagements – of employees
- Trade Show photos and invites
- Company updates
- Latest trends
- Inspiring - Ted Talks
- Motivational quotes that are encouraging
- Share lessons learned – 10 best investments, how we bounced back.....
- Industry news and research
- How-to posts
- Quick tips
- Info that is helpful to followers
- Videos – industry related
- Images featuring compelling stats
- Celebrate company wins and milestones
- Photos of business events - people
- Highlight company leaders/Employee recognition
- We're Hiring!
- Job postings

Videos

Types of Employee Branding Videos

- Employee Testimonials
- Culture - About Us
- Job Postings

4 Tips to Creating a Great Employer Brand Video

Be Honest and Authentic – Highlight real employees across all levels of our organization

Highlight the great things that we can uniquely offer. Show cool, cutting edge products, community involvement, or awesome team collaboration – show what our employees love about working at our company. Highlight our own employees from all levels of our organization which gives a clearer view into life at our company.

Make ‘Em Laugh (or Cry) – Create an emotional connection

Aim for an emotional hook that will draw people in and create a memorable experience. It's the people that feel a connection to our company and values that we want to hire. They're the ones who will add to our culture, stay with the company, and give their hard work and dedication to the organization's goals.

Show, Don't Tell – Find creative ways to exemplify our message

Show people what it's like to work at our company. Show the products being built. Show clips of people working together and having fun.

Don't forget the soundtrack! – Set the tone with the right music

This will elevate our overall message.

Notes