

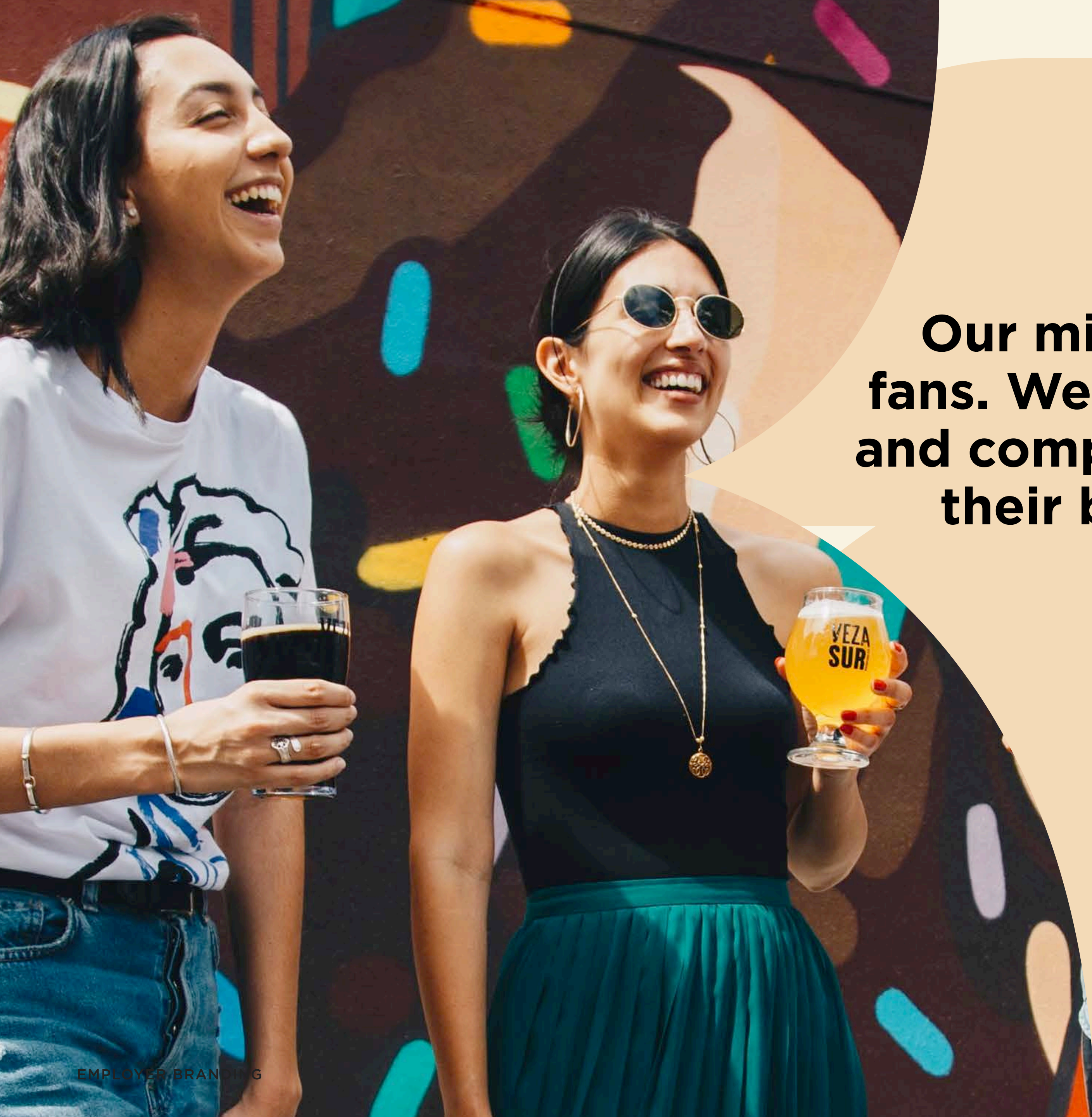
# Employer branding

Build and retain a top-notch team of talents.

HLO





A photograph of two women standing outdoors at what appears to be a social event or festival. The woman on the left is wearing a white t-shirt with a graphic and jeans, holding a glass of dark beer. The woman on the right is wearing a black halter top, a teal skirt, sunglasses, and a necklace, holding a glass of light beer labeled 'VEZA SUR'. They are both smiling and looking towards the right. The background is a colorful, abstract mural with various shapes and colors.

## Our mission: to turn customers into fans. We motivate and inspire people and companies to get the most out of their brands and continue to grow.

Talent opts for a particular employer for more than just financial reasons. Employer branding is also a crucial factor. That means you should put your best foot forward. Delicious lunches and a monthly table tennis match are nice extras, but they are rarely deciding factors. What is truly important?

In this document, we provide insight into the building blocks of a successful employer branding strategy!



# Effective employer branding is about people: the key to (brand) success

As an organisation, you want to strengthen relationships with existing customers *and* acquire new customers. That's why you constantly work on a positive representation of your brand. Employees are the key to success. They talk to your customers, provide new ideas, and implement projects. Of course, you want to retain talent — especially in the current labor market. That's why you should continuously work on keeping your employees engaged, productive, and happy. If it's clear to everyone that they've really found their feet, it will positively impact brand success among customers. But potential new employees will notice it, too. They can immediately assess whether they agree with your organisational values and goals.

**A strong employer branding strategy helps you attract the right talent like a magnet.** And that's how you create a team of people who are truly a great fit for your organisation and support its success.





# Build your employer brand from within

The success of an employer branding strategy hinges on how well you've defined your brand's heart. You can build a solid foundation by clearly defining your why, vision, values, and brand personality. These elements shape your culture.

Additionally, it's important to know what drives your people. Why do they enjoy going to work every day? Can they share their ideas and develop their creativity? Do you offer them opportunities to grow? Are you an employer who prioritises a healthy work-life balance? Employees share these kinds of things at parties and through social media.

Your employees' stories — and all the actions you take — are part of your employer branding communication. So, you should paint a picture of the organisation that corresponds to reality. Perfection is not the goal — honesty is. If you properly define your brand's heart and incorporate it into your communications, you'll create a common culture. Your current and future employees will see the bigger picture. That's why they'll feel at home at your organisation. If you adopt this approach, you'll consistently build a team of people who believe in your goals and go the extra mile because in their eyes, you are the perfect employer.

# The building blocks of an employer branding strategy



**Beliefs**



**Brand personality**



**Brand values**

# Employer branding in practice

## Onboarding

A brand-focused onboarding process ensures that new employees understand your organisation's story, values, and vision. They feel involved from the start and get the tools to speak your company's language right away. As a result, all employees convey the same message.

## Jobs page

You only get one chance to make a first impression. If you properly communicate your brand story right away, potential candidates will quickly know if they're a good fit for your organisation. On your jobs page, you communicate your brand values and show what it's like to work at your company. Do you want to visualise the latter for your candidates? Create an (animated) video that perfectly fits your brand!

## Job content

A good explanation is half the battle. That's why you should share more than just a list of employment conditions and tasks. It's important to provide additional information about the job — either through text or a great video that provides an impression of the average working day. Or, post the Spotify playlist your team plays every Friday afternoon. If you use the job description to clearly establish your brand, you'll attract people who are a good fit and increase the chances of them applying.





## Want to create connections within the organisation? Use our employer branding building blocks

Would you like to know how we can develop an employer branding process for your organisation? Or do you have a specific question? Request a **free brand brainstorming session with our brand specialists**.

During this session, we'll take a joint look at your brand. You will receive practical tips for getting started with your current and potential employees.

**Interested?** Send us your question! If possible, please provide an explanation. The more we know upfront, the better we can prepare for the session. Hopefully we'll see you soon.

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