



# Creating internal buy-in for your employer brand.

6 good answers to 6 tough questions

# Why is employer branding so important these days?

## Hybrid work. DE&I. A desire for purpose.

The needs and priorities—and demands—of talent have shifted.

Your employer brand is your story for talent—and talent needs their own story, especially in a world where employees want a clear sense of what they can expect when joining your team.

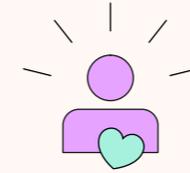
A well-crafted employer brand affords your company a robust, structured, and compelling narrative that unites all of your talent efforts from recruitment to retention to engagement—telling a singular story about what it means to be a part of your organization.

Having a clear point of view on the value you offer as an employer and conveying it in a way that will resonate with your people is critical to making and strengthening connections with candidates and employees—especially in today's ever-changing and hypercompetitive talent marketplace.



Nearly 65% of employees have turned down an employment offer because of an unclear EVP. Also, proper execution of an EVP can reduce turnover by almost 70% and increase new hire commitment by around 30%.

Source: Gartner



**A strong employer brand can help your organization in many ways, especially if you're looking to:**

- Adapt to a changing talent landscape.
- Position your company as an employer of choice.
- Shift perceptions in the talent marketplace.
- Establish a competitive edge over companies that you compete with for candidates.
- Appeal to the type of talent who will propel your business forward.
- Re-engage and foster deeper connections with your existing workforce.
- Attract more of the right people.
- Ramp up hiring and retention to support business growth.

# What will it do for my business?

## A successful employer brand will:



### Impact the bottom line.

Companies with strong employer brands spend **2x less per hire**.

Source: [LinkedIn](#)

Consumers will pay as much as **22% more for products** if the company has a good reputation, including how it treats employees.

Source: [MarketWatch](#)

Companies that prioritize employee experience to deliver a premium customer experience achieve **1.8x faster revenue growth**.

Source: [SalesForce](#)



### Boost recruitment.

**82% of job seekers** consider a company's talent brand and reputation before applying.

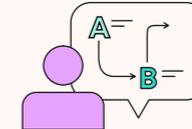
Source: [CareerArc](#)

Companies with strong employer brands see **50% more qualified** applicants.

Source: [LinkedIn](#)

**69% of candidates** rank employer brand strength as important or very important when evaluating a job offer.

Source: [MRINetwork](#)



### Drive internal engagement.

Companies with strong employer brands experience **28% lower turnover**.

Source: [LinkedIn](#)

Only **one in five employees** say they are very engaged in their current job.

Source: [Achievers Workforce Institute](#)

**70% of employees** say that their sense of purpose is largely defined by work, yet only **15% find purpose** in their job.

Source: [McKinsey](#)

# We have an EVP, isn't that enough?

An EVP is not an employer brand—you really need both.

EVP (employee value proposition) and employer brand are often used interchangeably. That can be a missed opportunity, because they each bring something very important to the table.

Together, they cover all of the rational and emotional reasons why people should choose your company over a competitor.

Think of it like the difference between the features list for a new car (your EVP) and the amazing TV commercial that makes you dream about it (your employer brand). You really need both to pull people in, seal the deal, and build loyalty.



Your **EVP** plainly states what you offer to talent—it's **factual and rational**.



Your **employer brand** forges deeper connections with talent—it delivers emotional depth and personality.

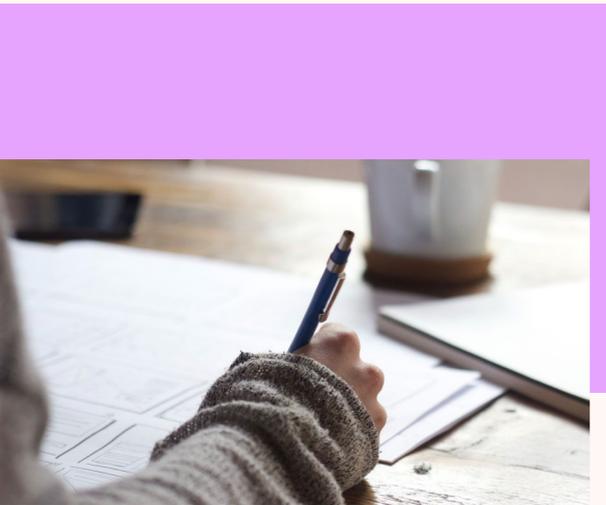


# We have a great corporate brand. Why do we need an employer brand?

Your employees might love your corporate brand,  
but it wasn't created with them in mind.

While your corporate and employer brands share the same roots, they each have a very different audience and purpose. Creating an employer brand allows you to tailor your story to talent, which in turn helps them to better connect to your value as an employer.

Sharing the same DNA keeps them well aligned, but each brand story is designed to appeal to different audiences, drive different behavior, and even differentiate you from two distinct pools of competitors.



**Businesses with strong talent and corporate brands show a five-year cumulative growth in shareholder value of 36%.**

Source: [LinkedIn](#)

## Corporate Brand

When we package your brand DNA for consumers, this is your corporate brand—it's how you tell your story to the people who buy your products and services.

## Brand DNA

Your brand DNA comprises the core elements that define your organization, such as your mission, vision, purpose, and beliefs.

Your corporate and employer brand translate this DNA to serve two different purposes for two very different audiences.

## Employer Brand

And when we bundle your brand DNA up for talent, it's your employer brand—your story for the talent who you seek to recruit and retain.

# How does employer branding improve the bottom line?

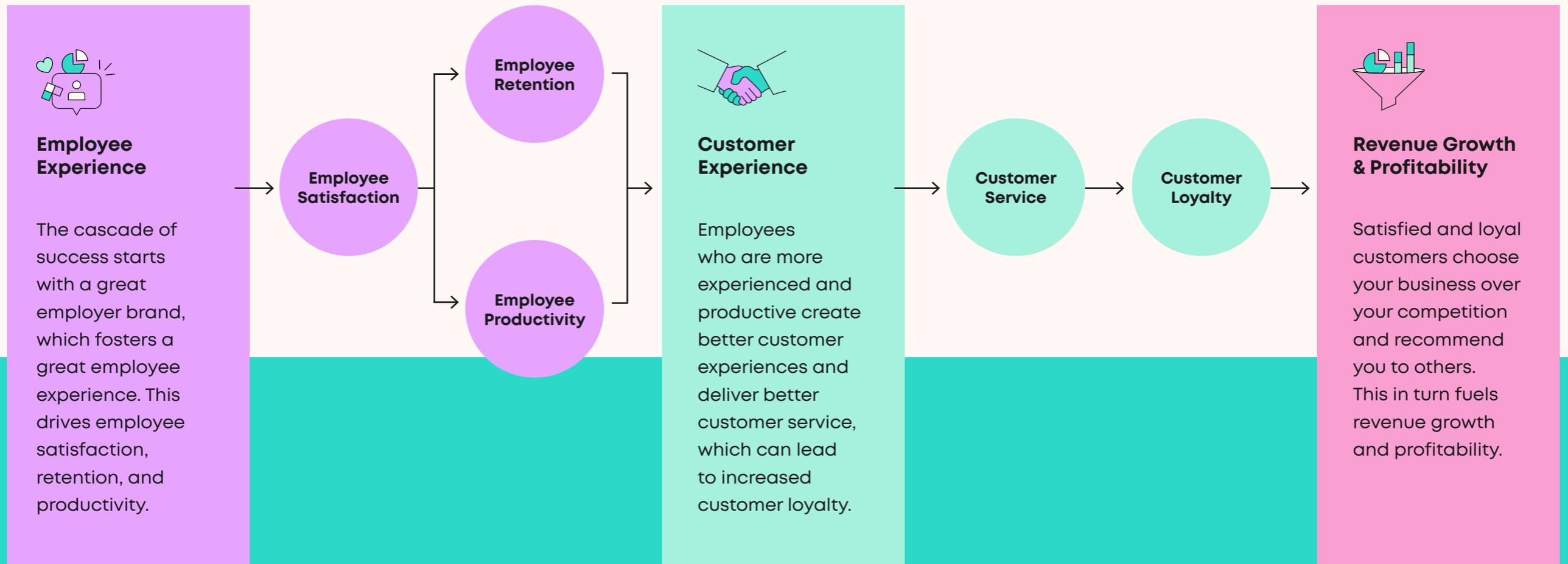
Success starts with the employee experience.

The **service-profit chain** is a business model that demonstrates how profitability and revenue growth start with happy and loyal employees. It's a simple way to demonstrate the positive cause and effect a great employer brand can have on your business.



Companies that prioritize employee experience to deliver a premium customer experience achieve 1.8x faster revenue growth.

Source: [SalesForce](#)



# How useful will an employer brand actually be?

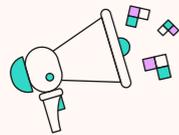
There are many short- and long-term advantages to be had from your employer brand.

A typical employer brand shelf life should be about two to three years, and in this time it can be a workhorse for your organization—strengthening and elevating everything from your day-to-day employee communications, to your recruitment marketing, to related engagement initiatives and programs.

Here's a sampling of the strategies and tactics that your employer brand can make smarter, more engaging, and more consistent.



## Your employer brand can support how you:



### Recruit

- Provides a clear and compelling value story for prospective employees.
- Showcases the best aspects of your culture.
- Sets expectations for what an employee can get from working at your company, and what's expected from them.
- Elevates your job listings, career site, recruitment marketing, social media, and more.



### Engage

- Provides a platform for establishing and sustaining a productive and positive culture.
- Creates consistency across all employee materials and communications.
- Strengthens and unites your programs and key initiatives across the organization, such as total rewards, wellness, and recognition.



### Retain

- Makes it easier for people leaders to understand, embrace, and articulate the value of your programs, training, and culture.
- Enhances retention by helping to recruit better candidates and making stronger, more meaningful connections between your company and your employees.
- Fosters a consistent employee experience throughout the entire talent lifecycle.



# Need more great answers? Get in touch!

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JK helps companies of all kinds drive more meaningful engagement with employees and candidates through distinctive employer brands and inspired talent communications. We blend empathy, insight, and a clear understanding of your goals to deliver programs and platforms that pull your people in and build the bonds that can grow your business.