

HUN+ED

**HOW DO YOU
MEASURE THE
STRENGTH OF
YOUR EMPLOYER
BRAND?**



BUT MEASURING “BRAND” IS REALLY HARD.



It's important to understand how your employer brand stacks up. Then it's critical to take a pulse regularly to assess the impact of your efforts and to understand the ROI of your activities.



AWARENESS AND REPUTATION

Companies can run a poll or survey with external people who fit the target audience, to measure the impression of your company's reputation. While surveying existing employees is an important way to get additional insight into what the most attractive qualities of your business are.





LIMITATIONS TO MEASURING EMPLOYER BRAND

It's important to track the source of all candidates generally, not just hires. In order to judge how effective your hiring funnel is, it's vital to understand how the people you *didn't* end up hiring came into it.

It's also important to recognise that candidates do not always know where they have encountered your brand, and the channel they had used to actually connect or apply may not have been the one that influenced them to engage initially.



SOURCES ARE INTERDEPENDENT. THE SOURCE FROM WHICH CANDIDATES ENTERED THE HIRING PIPELINE MAY NOT BE THE ONE WHERE THEY INITIALLY FOUND THE JOB AD OR EVEN THE ONE THAT PERSUADED THEM TO APPLY.

SOURCE: [RESOURCES.WORKABLE.COM](https://resources.workable.com)



QUALITATIVE VS QUANTITATIVE MEASURABLES

It's important to take the pulse of your employer brand so you can see the impact of your efforts (see the Section: Developing your Employer Brand Strategy). You need to set a point from which to measure. Then you need to regularly re-assess to track any changes and to work out how well you're doing.

Consider qualitative and quantitative research to examine the strength of your employer brand.

Qualitative

measures assess the sentiment towards your brand and the less quantifiable elements of your careers' content. To test this, you should consider running focus groups or surveys with your target audience, as well as your existing team and during exit interviews. Check with recent hires how closely the business lived up to their expectations and what the impression of your brand is in the outside world.

Quantitative

measures assess how many people you reach with your content and the subsequent behaviour of those who engage in a process.



QUANTITATIVE MEASURES ARE MUCH EASIER TO ASSESS

You should measure every metric you can. From clicks, impressions, and views across all platforms where you have a presence, applications and responses to messages, and adverts and conversion rates at each stage of the hiring funnel.

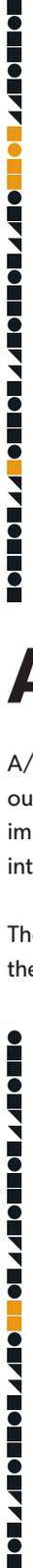
Improving your quantitative metrics impacts the number of potential hires entering the "top of the funnel". Improving your qualitative measures impacts the proportion of potential hires progressing further through the funnel.



It's no use having great careers content that nobody sees; equally problematic is having poor careers content that gets seen but doesn't convert.



Hunted's employer branding dashboards offer granular insight to how well you're performing versus your historic efforts as well as against the competition so you know how your employer brand stacks up



A/B TESTING

A/B testing is a way to compare two variables to find out which one performs better. A/B testing is a really important concept for marketers and is important to factor into your recruitment and employer branding strategy.

There are many applications for A/B testing, these include:



DISTRIBUTION CHANNELS

If you're creating different types of content, it's important to test which channels perform better and will help you reach a greater audience. You may find certain content categories and different formats are better received on different platforms, e.g. you may find Instagram drives more engagement when you share photos from your team incentives, whereas LinkedIn performs better when the content you're posting is driving awareness of the client-side networking events.

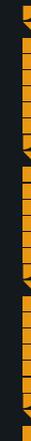
Direct messaging, although time consuming, could still offer the best ROI in terms of hiring outcomes or directing traffic to your content.



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CONTENT: TOPIC

There are endless options for content you can create and share to support your employer branding efforts, but it's crucial to understand what works best. The type of content you create should also be tailored based on the people you want to target. More junior target hires may be more likely to engage with content about the L&D or incentives on offer, whereas more experienced hires may be more likely to engage with content about flexible working or equity schemes.



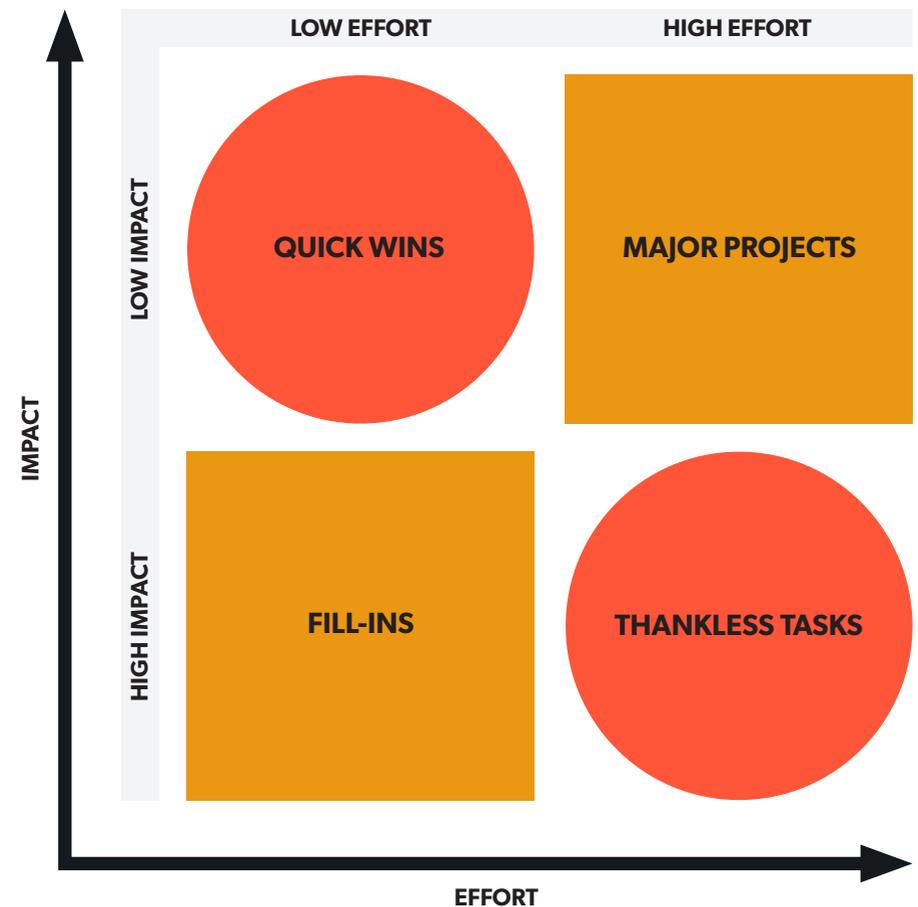
CONTENT: MEDIUM

Just like testing the sort of content topics which resonate with your audience most, it is important to understand which mediums for digesting content are best received. You may find videos are more likely to be watched than text updates are read, but if they take a lot longer to produce then it may not be worth your time.

Remember: different channels may be suited to different types of content. Try to understand how the audience receives content: if it's shared during the day on LinkedIn, then it's likely people are at their desks where they may not be able to have the sound on, whereas an Instagram story is more likely to be watched away from the office.

The same goes for messages. Can a recruiter listen to an audio message at their desk? Video messages are great but how much would captions increase the response rate?

When it comes to content, you could try plotting an effort and impact graph to figure what you should prioritise. You will need to measure the impact of different types of content first to understand where along the impact axis something should sit.





IMAGES AND CAPTIONS

Great copy can often go to waste without a great image to capture people's attention and stop them in their tracks as they're scrolling through their social media feeds or down a list of jobs. But it's difficult to work out which image will perform best, which means you should test different images.

When you find ones that seem to drive more clicks, you'll start to get a better idea of what works. Also test any captions: you may find informal conversational language or idioms/humour work best.



Job adverts and social updates with images tend to perform better than those without, and this is a simple A/B test you can run to demonstrate.

TITLES AND HEADLINES

Much like the images that you use, the headlines that follow will be a big factor in people clicking or reading further.

Tease the information that's to come, create intrigue, use familiar language, and test variables. A great headline could drive more than double the number of clicks and therefore applications. Try to think creatively and test unique or unusual headlines.

For example:

Instead of a job title being '*Senior Consultant - Finance and Accounting*', try **"Work with Chanel and Nike on business critical finance roles..."**

Or instead of '*Data and Analytics Recruitment Consultant*', try **"We run the largest Data meetup group in London, join us!"**



Think of images and headlines as a slippery slope you want the reader to keep stumbling down. The main purpose of an image is to get someone to stop and read the headline. The headline copy's purpose is to get the reader to click or read the first sentence. The first sentence should entice the reader to read the first paragraph. The first paragraph...

TIME AND FREQUENCY

Does the same piece of content perform as well on a Monday morning as a Friday afternoon? Are people more likely to read a message on certain days or at certain times of day? Are people more likely to reply to a follow up email or click on a social media post?

Test different days of the week, times of the day, and the effectiveness of replicating the same action multiple times.

SUBJECT LINES

When it comes to sending emails and InMails, you should test subject lines to see which will get a greater response rate.

Try putting the recipient's name into the subject line or highlight a particular value prop that you feel is most likely to resonate or differentiate your brand.

DIRECT MESSAGING

Don't try and put all the USPs for your business or an opportunity into a single message. You need to create intrigue and focus on 1 or 2 individual value props that you feel will resonate most with your target audience.

By testing variables, you'll be able to work out which of your perks or features resonates the most for the opportunity you're hiring for. This in turn will inform your other activities, e.g. you may find a much better response rate for a message that focuses on your flexible working policy over earning potential.



Try re-wording job adverts, social updates, and headlines, and select compelling images for fresh, high performing content that brings your brand to life over DM.



SOURCE OF HIRE

A/B testing isn't limited to the channels for promoting your employer brand and proactive hiring. You may find hires sourced through certain channels are more successful than those sourced through others. By investing in the channels that result in better quality of hire, you will be impacting your bottom line.

Never stand still. Keep testing and iterating. Your employer brand is a living evolving thing and if managed effectively, you'll constantly improve outcomes and ROI as awareness of your brand increases and your careers content grows.



AWARENESS, REACH AND BRAND ASSOCIATION

Hunted's powerful employer branding dashboards give you access to the tools you need to measure the most important metrics to assess your employer branding efforts



CONCLUSION

PEOPLE OVER PROFITS

The recruitment industry's most prized assets - arguably more so than most other sectors - are its people. Competition for talent continues to heat up and a gulf will emerge between the brands that truly prioritise its people and those that don't.

We live in a world where employer branding provides a veil of transparency that forces employers to be accountable. You have an employer brand whether you like it or not. It's up to you whether you take control of it.

IF YOU BUILD IT, THEY WON'T SIMPLY COME

Building a brilliant culture and looking after your staff is only half the battle. The more you've got to say about being a fantastic employer, the more you need to ensure you're heard by the people you'd love to hire - *as often as possible!*

WHAT'S MEASURED IS MANAGED

ROI is hard to track for any branding exercise, which puts more pressure on you measuring metrics and (as much as you can) making informed decisions on where to direct your spend, and which direction to take your strategy next.

2020 CHANGED EVERYTHING

Modern consumers want brands to use their power and influence for good. 2020 has brought some important issues into the spotlight and there's a societal obligation to make positive changes. You can't force organisations to change but consumers - and in this case, potential hires - will gravitate to the brands that are doing what's right, not just what works.



HUNTED IS HERE TO HELP

We know what recruiters want.

We work hard to create content that recruiters want to read. We represent companies in a way that gives job seekers the information they need. Our platform make brands accountable for what they are and what they're not. So recruiters trust us.

We help recruitment businesses connect their employer brands with potential hires. We help you identify what makes your company unique. We help you find the right words to convey your careers information. We enable you to put as much diverse careers content as you can create in front of your target audience. Then we share insights about how well you're doing so you can get better.



GET IN TOUCH

To learn more about ways we can help you get better at hiring or jump onto a free strategy call with one of our employer brand experts to identify some immediate opportunities to boost your employer brand.

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[hunted.com](https://www.hunted.com)

