



# EMPLOYMENT BRAND MARKETING



ATTRACT, HIRE, AND RETAIN YOUR IDEAL FIT™ TEAM

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## Employment Brand Marketing Checklist

Position yourself as an employer of choice in your community, and be ready to attract, and hire, your IDEAL FIT™ employee with Employment Brand Marketing (EMB). EMB will save you valuable time when reviewing dozens, or hundreds, of applicants, to your job.

When unemployment is low EBM is beneficial to help employers stand out. When unemployment is high, as it may be when you are ready to hire, it narrows the pool to those who are the IDEAL FIT™.

Here are the basics of what you need to do in order to develop and implement an Employment Brand Marketing effort.

### Discover your IDEAL FIT™

- ☐ Know your values, immutable laws, mission, vision, and your big WHY.
- ☐ Understand and write out your company culture and personality.
- ☐ Understand and write out your team's strengths and weaknesses.
- ☐ Write down the common traits and strengths all your current IDEAL FIT™ Employees (RFE) embody.
- ☐ Develop your RFE profile based on all the information you gathered above.

### Develop your Strategy

- ☐ Determine where your IDEAL FIT™ Employee hangs out online and which social media channels do they frequent.
- ☐ Determine the right messaging, what reflects your culture well and speaks to the RFE.
- ☐ Create an EBM social media calendar outlining what you will post, when, and where. These posts need to showcase your team and what it is like to work at your organization.
- ☐ Determine who on your team will be responsible for posting on social media and hold them accountable.
- ☐ Create an Employee Spotlight template that allows you to showcase your employees on social media, in your email marketing, and on your website (how often should you showcase employees? Attempt to have each employee showcased once per year, so adjust the frequency based on the size of your team).



☐ Determine other ways you can communicate and market your company as an Employer of Choice. What can you do in your community? Are there sponsorship opportunities, or volunteer opportunities? What about events you can support or be a vendor for? Any high school sports teams you can sponsor? Get creative and add them to your strategy plan.

☐ What materials or supplies do you need to implement the strategy plan? Do you need team t-shirts or signs and posters for example?

☐ Designate or rotate someone on your team to be the Team Reporter to document your culture, events you attend, the team in action, volunteering, etc. Use video, photography, and content writing.

☐ Collect all this and put it in an Employee Brand Marketing Plan.

## Implement

☐ Develop a professional-grade video for your website that shows your company culture and what it is like to work there. You can also get short snippets and use these for social media posts (like how many brands will have 60, 30 and 15 second ads).

☐ Create a Careers or About Us page for your website highlighting you as an employer. Include the video mentioned above, along with testimonials from your team, a short and enticing description of what it is like to work there and how you support your team. Add in benefits if you offer them, and anything else that showcases you as an Employer of Choice. Look at other Careers and About Us pages to get ideas.

☐ Order any shirts, signs or other supplies you need.

☐ Add the Employment Brand Marketing process to your annual planning

☐ Keep doing the following:

- Post on chosen social media channels based on your social media calendar but be open to pivoting based on current events.
- Write and distribute your Employee Spotlight to your website, email marketing, and social media based on your chosen schedule.
- Schedule and attend any events or volunteer opportunities you identified.
- Do a quarterly check-up on your EBM plan, what is working, what is not?

## Hire

With all this in place you will be ready to hire your IDEAL FIT™ as soon as you hit submit on your next job posting!

THANK  
YOU



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