leveraging technology



to build and monitor
your employer brand.

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human forward.

a guide on tools to help you elevate your attraction strategy.



To attract the best talent to your organization, you need a talent strategy that includes a robust plan for managing your employer brand. Depending on your business, this can require extensive resources or minimal effort. Whatever your needs are, be clear about the tasks required to build a strong brand and candidate experience. Doing so will ensure you will have an extensive and sustainable talent pipeline.

While some brand-building activities require subject matter expertise and project management skills, there are many tasks that can be automated or facilitated by technology. These tools help your employer brand managers focus on high-level, strategic work such as developing a compelling employee value proposition, nurturing brand ambassadors and creating an activation plan. Today's technology is great for executing many painstaking, repetitive tasks, such as amplifying content or following up with job applicants. Other leverage artificial intelligence to make "smart" judgment about certain tasks such as data analytics. When integrated, they can serve as a powerful platform to activate your employer brand.



As with any class of HR technology, there are many to choose from, and no organization has unlimited budgets for employer brand-building tools. Some solutions such as a recruitment marketing platform may be a significant investment, but others are free or are available at a minimal cost. To determine what's right for you, establish clear goals for activating and monitoring your employer brand – whether that's to improve your public employer review scores, draw more traffic to your career site or increase job applicant satisfaction.

The bottom line: determine your budget for technology, and prioritize the investments that will help you attain these goals in the most expedient manner. Also consider the migration path of technologies you acquire, ensuring they can support your long-term goals as well as the immediate ones. Make sure that you budget for future expenditure because technology never stands still, and you should continuously monitor for innovation that can further your employer brand ambitions.

tools to consider for your employer brand strategy.

recruitment marketing platforms

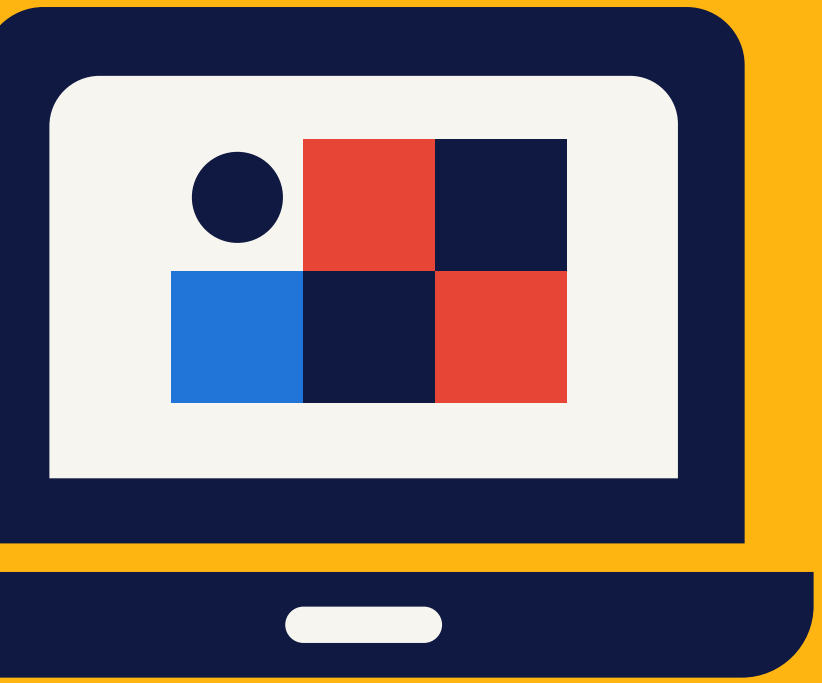
Possibly the most impactful technology, recruitment marketing platforms are proliferating rapidly as more companies focus on their employer brand. Typically a comprehensive suite of tools, the functionality of this technology goes well beyond the traditional applicant tracking system. Defined by analyst Aptitude Research as a platform that "manages outbound sourcing, inbound recruitment marketing, and employer branding. A recruitment marketing platform includes capabilities that maintain the employer brand, foster candidate relationships and enhance messaging and communication efforts."

The 2019 Randstad Sourceright Talent Trends survey, which gauges the opinion of more than 800 human capital and executive leaders around the world, found that the percentage of companies making considerable investment in recruitment marketing platforms rose from 58% to 69%.

There are many good reasons for employers to invest in a recruitment marketing platform, including:

- more efficient communication with candidates through e-mail and other automation
- tracking brand-building activities
- dashboard access to useful analytics
- better management of career sites, SEO, referrals and talent communities/networks





All of these have an impact on the employer brand and candidate experience, and solutions such as GR8 People can help employer brand managers, recruiters and other talent professionals enrich the recruitment funnel. Although it can be the most costly of the suite of tools you need, it can also perform the most tasks.

social media monitoring toolkit

One of the most important ways in which you brand reaches talent is through social media. Whether it's your corporate brand on Facebook, your page on LinkedIn, the following of your twitter account or the posts on Instagram, what you share through various channels – and shared about you online – should be carefully monitored. This will have a significant impact on your employer brand since many job seekers' first contact with your your business may be through social media. More importantly, you can tweak your employer brand strategy by listening to what others have to say about competitors, using this kind of feedback to create a differentiated reputation among your peers.

There are many tools available, and some of these carry a minimal or no cost to implement. What may require more resources is training your employees to effectively use them to gather and disseminate data and viewpoints. Some technologies help monitor many platforms such as Hootsuite, which is also a social distribution platform that supports major channels (Facebook, Twitter, LinkedIn and other) as well very targeted ones such as Chute for Travel. Other monitoring tools provide deep functionality such as TweetDeck, a complete monitoring and posting solution for all things Twitter.



When it comes to measuring and tracking the employer brands of companies competing for the same talent you need, consider a platform such as HowSociable, which provides analytical data on any brand you wish to track – yours, competitors, industry leaders or others. Sites such as Buzzsumo can track content relating to your employer brand while SproutSocial offers a platform for leveraging employee advocacy to enhance your corporate and employer brand.

There is a rapidly expanding universe of social media tools to help enhance your employer brand, but with so much to consider, be deliberate in what you choose and how you use it. Don't forget that training is also a big element of the investment you have to make in social media.



candidate experience tools

According to the Talent Board, which publishes the annual CandE Benchmark Research Report on candidate experience, a host of tools are helping employers better communicate with job applicants, which leads to a stronger employer brand. For instance, it found that 48% of companies in 2018 were using text-based recruiting campaigns to reach talent, a rise from 28% in 2017. This trend showed the effectiveness of SMS communication for reaching workers.

Texting technology wasn't the only one to gain momentum in the race to enhance the candidate experience. The report also found that the use of chatbots on career sites is also on the rise, up 69% in 2018 from the year before. In fact, chatbots at time seem to perform better than human recruiters when encouraging workers to apply for roles. By being able to respond to candidates any time of the day, it strengthens the perception of the employer as being more responsive.

For instance, AI-driven chatbot technologies such as Wade&Wendy provide virtual assistants to recruiters and job seekers. Using machine learning, it can help guide talent in their careers, suggest roles they are well qualified for and enroll them in talent communities. While still under development, these tools are constantly evolving and learning. When incorporated into your recruitment, it provides an always-on resource that offers a highly responsive way to engage with recruits.

Similarly, Ally-O is an end-to-end AI recruiter that can help nurture relationships with active and passive candidates. By pushing content and regularly communicating with talent, it automatically strengthens an employer's brand with its target audience.

Some employers have developed their own candidate experience platform. Global pharmaceutical manufacturer Johnson & Johnson in 2016 began building its "Shine" mobile and web platform intended to create a better experience and brand for the one million applicants it processes each year. Shine provides status updates and content feeds to those job seekers so that they don't become frustrated while waiting on the disposition of their applications.

While few companies can afford to build their own candidate experience platform, you can leverage commercial solutions such as CRM systems to better communicate and manage applicants, who may also be customers.



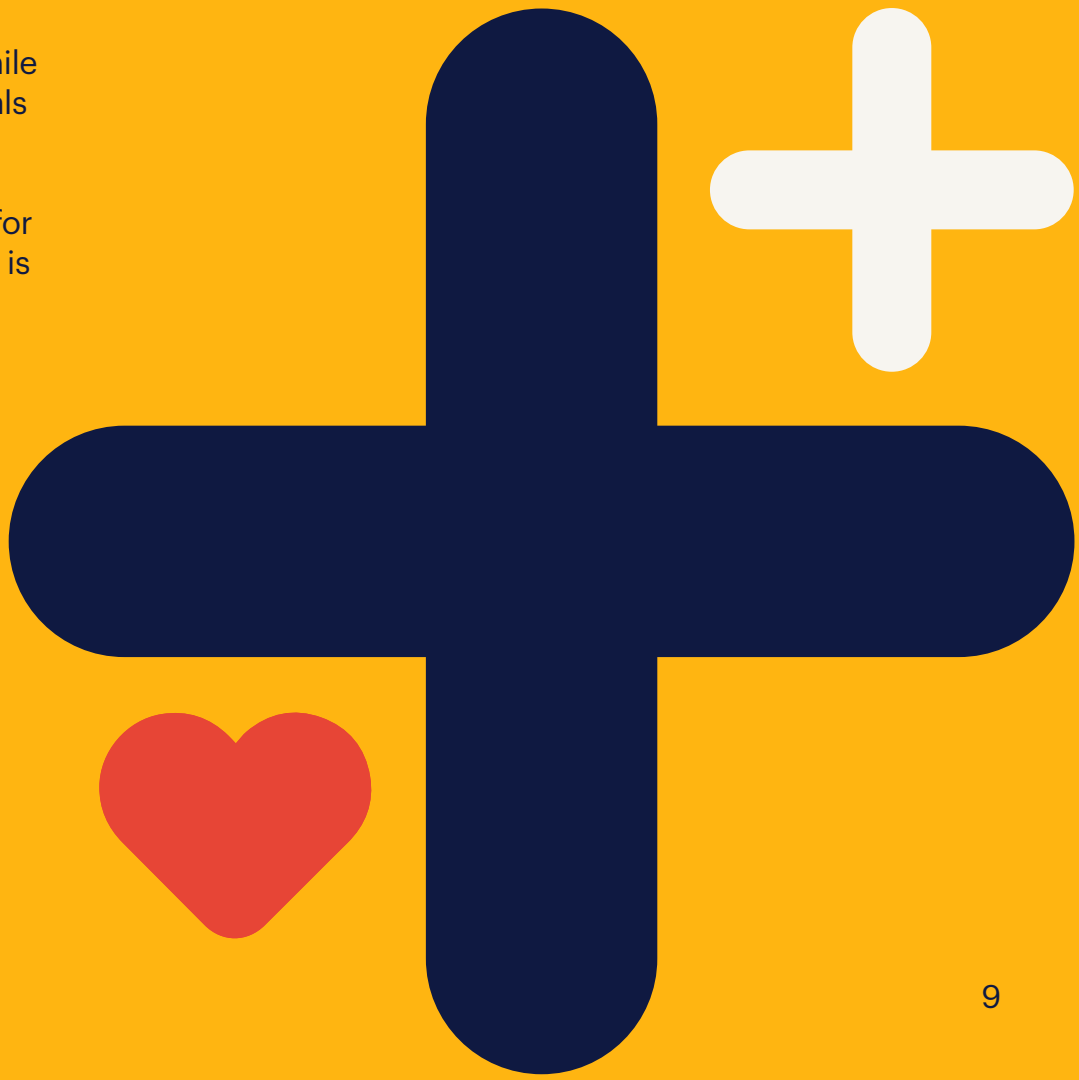
How is your employer brand performing? This can be difficult to answer as the metrics are sometimes difficult to pin down, but employer review sites provide a solid glimpse into how current and former employees view your organization as an employer. Many job seekers often refer to these sites after checking out the career portals of prospective employers, so earning a high score will lead to greater attraction potential.

Sites such as kununu and others provide a wealth of information on many businesses around the world. These portals offer authentic, unembellished reviews of companies, what it's like to work there, the quality of leadership, corporate culture and other considerations. Some offer dashboards to monitor reviews and help employer brand managers to better respond to and engage with reviewers. All of these portals provide analytical capabilities that drill down to specific concerns or endorsements.

It's important to closely monitor and manage your reviews and use available tools such as dashboards when available. This will help you benchmark performance and address issues before they become a stain on your employer brand.

looking ahead.

There are many tools available in today's tech-driven marketplace to help strengthen your employer brand. While we have listed only a few here, consider these as essentials you may want to take a closer look at. For certain, there will be additional innovations to come your way, and you may want to make additional investments. We hope that for now, this guide will help you understand how technology is helping to transform employer brand strategies.





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