



Employer Branding Strategy Template



A guide to creating an employer branding strategy that ensures higher talent acquisition and retention.



WALLS.IO

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Step 1: Goals

Make a list of the goals you hope to accomplish by improving your employer branding strategy with your team. Use the box suggestions or come up with a list of your own.

Having a clear goal helps you get your team onboard and expect specific results.

Our goal is to:

- Attract better talent
- Bring in more applicants
- Create a talent pipeline
- Become less dependent on recruitment agencies
- Raise our offer acceptance rate
- Encourage employee referrals
- Establish trust with potential and current candidates

Other goals we want to achieve:



✕ Step 2: Candidate Persona

You can create a candidate persona based on market research and actual employee data to represent your ideal applicant.

A candidate persona helps you have a clear understanding of the type of applicant you want to attract. They also help you target your recruitment marketing towards the right audience.

Fill up the table below with everyone's input.

	PERSONA 1	PERSONA 2	PERSONA 3
WHO? <ul style="list-style-type: none">• Experience: current & past employers, job titles, level of seniority• Preferences: environment, management style, values			
WHY? <ul style="list-style-type: none">• Goals: career growth, training, projects• Challenges: time for family, commute, relocation• Objections: why wouldn't they accept our offer?			

	PERSONA 1	PERSONA 2	PERSONA 3
<p>WHERE?</p> <ul style="list-style-type: none"> • Spend time: hobbies, social media, blogs, conferences • Job hunt: job boards, local media, social media 			
<p>WHAT?</p> <ul style="list-style-type: none"> • What can we offer to handle their objections, solve their challenges and help them meet their goals? • Elevator pitch: what makes our company stand out, why work for us instead of competition? 			



✕ Step 3: EVP Employee Value Propositions

Find your EVP by answering this question:

“Why would someone want to work for us rather than a competitor?”

Before answering, have the following factors in mind:

- ***Salary:*** fair compensation, bonus system, yearly raise
- ***Perks:*** holidays, retirement funds, stock options, well-being
- ***Career growth:*** promotion opportunities, feedback system
- ***Work environment:*** overtime system, recognition, clear responsibilities, work-life balance
- ***Company culture:*** trust, team events, internal engagement, team collaboration

Why do employees like to work at our company?	What do potential candidates look for in a company?
What would current employees like to change or implement in our company?	What's most likely to make people want to leave our company?
What do we offer in the specific area we're trying to hire for?	What are candidates' career expectations?
Your Employee Value Proposition:	



✕ Step 4: Social Media

The Walls.io team has seen thousands of social media posts communicating employer branding. Based on our observations, visual storytelling is the best way to bring your employer brand to life.

Use the following topics for inspiration. Fill in how you'll create a social media post based on each idea. Use photos, videos, testimonials, quotes, etc.

Employee stories	
Celebrations: team achievements, birthdays, anniversaries	
Company events	
Your workspace's look and feel	
Company perks: office dogs, gym memberships, lunch	
Interesting projects your team is working on	

Create multiple posts per idea and publish them regularly on your social media accounts.

Don't let this content go to waste by leaving it on socials only. You can reuse all these posts on a social media feed and embed it on your Careers page.

Example:

Let potential applicants peek behind the curtains of your company by sharing your values, benefits and social proof of a healthy work environment through a social wall, just like Scout 24 does.

They share employee testimonials on social media, which then get aggregated on a social wall embedded on their Careers page. [Read more on our blog.](#)



Create a social wall in less than 5 minutes

- Get a free [Walls.io account](#)
- [Connect your social media accounts](#) to Walls.io
- Copy and paste your feed's code into any [website](#), [wiki](#), or [display it on a screen!](#)



✕ Step 5: Implementation

Find your EVP by answering this question:

“Why would someone want to work for us rather than a competitor?”

In this table, you'll learn how your employer brand is crucial at every step of the candidate journey.

	WHAT ARE WE DOING NOW	WHAT CAN WE IMPROVE
Recruitment Marketing <ul style="list-style-type: none">• Do our posts/ads reflect our culture?• Are we sharing real employee stories?• Are we sharing our EVP?		
Job Boards <ul style="list-style-type: none">• Do we explain what's it like to work on our team?• Is the application process clear?• Are we explaining our EVP?		

WHAT ARE WE DOING NOW			WHAT CAN WE IMPROVE
Job Description <ul style="list-style-type: none"> • Is there a walkthrough of a typical day in the role? • Are key benefits listed? • Are team members introduced? 			
Recruitment Process <ul style="list-style-type: none"> • Is the application journey clear? • Are we contacting candidates regularly and keeping them updated on their status? • Are we giving candidates the information they want? 			
Interviews <ul style="list-style-type: none"> • Are we helping candidates prepare? • Do we give candidates a peek at our culture? • Do we have a diverse hiring team? • Are we collecting interview data to keep improving our process? 			

WHAT ARE WE DOING NOW		WHAT CAN WE IMPROVE
<p>Post-hire</p> <ul style="list-style-type: none">• Are we delivering what our EVP promises?• Do we conduct regular employee satisfaction surveys?• Are we encouraging employee feedback?		





Leverage employee-generated content

Use content created by your employees to make your company stand out as a great employer.

[LEARN HOW](#)



Imprint

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