

How to Engage Potential Employees Through Your Brand



Define your brand personality

- Clarify your values and culture. Are you community-minded? Do you have a culture where people get together often? What makes you special or different?
- Highlight the values, culture and vital product or services you provide on all your media – web, social, advertising. Show potential hires the impact of your work so they may feel connected to you.
- Consider how you want your potential hires to think/feel when they research you.
- Be consistent in your digital, social and other messaging

Develop a voice that speaks to potential hires

- Develop hiring webpage content that speaks to job seekers, not potential customers or clients.
- Update the language in your job postings so potential hires are excited to apply.
- Use language that is personable, passionate and straight-forward.

Use storytelling in your marketing to create deeper connections with potential hires

- Share employee stories that humanize, inform and create lasting impressions about your company.
- Talk about the impact of your product or service. Is it used to save lives, keep people safe or make society better in some way?
- Be honest and real. Highlight the real-world uses of your product or service to show potential hires who they will be helping or what they will be producing.

Create an easy-to-navigate application landing page

- Job seekers prefer to apply online, often via mobile phone. Have a mobile-friendly application and hiring landing page to highlight your job opportunities.
- Be direct about position expectations, salary, benefits and company culture.
- Use messaging and imagery to portray your company culture and personality.

Tip: Don't forget to direct potential hires to your landing page with QR codes, links on ads, promo images and social posts. Make it as easy as possible to learn about you and apply.

Advertise to the job seekers on the right platforms

- Develop user personas to understand where your target audience receives and gathers information.
- Apply your brand personality and storytelling in your marketing campaign to attract and connect to potential hires.