

Why is having a strong employer brand important?

Maybe you're not convinced yet if creating an employer brand is worth your while? No problem, we hear you. Here are two main reasons why strengthening your employer brand is good for your business:

Keep existing employees motivated and engaged

Start by creating an Employee Value Proposition (EVP). This helps your business answer succinctly why someone would want to work in your company, and what it is you're trying to achieve.

Take Nike. They state "We lead. We invent. We deliver. We use the power of sport to move the world." This simple statement distills their passion for sport and innovation, and reinforces their position as one of the world's leading sports and fashion brands. It gives their employees a sense of purpose to rally behind, and fosters a sense of pride in the company they're working for.

And the benefit of this? Risk management experts Willis Towers Watson report that organisations with a defined EVP are 93% more likely to financially outperform industry peers. Communicating clearly your employer brand throughout the business creates brand ambassadors across your organisation.

Attracting the best talent as your next new hire

As well as inspiring existing employees, a strong employer brand puts you in a good position for attracting high-quality candidates to fill your roles.

Research from Beamery shows that 69% of active job seekers are likely to apply to a job if the employer actively manages its employer brand, making it one of the most significant deciding factors for candidates. On the flip side, a clearly articulated employer brand can also deter the wrong candidates from applying too.

If your office culture is something to celebrate, there are a whole host of tools you can use to shout about it. Microsoft uses its Microsoft Life Instagram account to do just that, sharing inspirational stories from its employees and posting examples of office life from its offices across the world.

Next, find out [4 easy tips](#) to start improving your own employer brand. If you're not sure [what employer branding means](#), check out our explanation in the link.

Ready to get started building your own employer brand? Download our guide today for helpful tips drawn from companies like Netflix, Shopify and more.