

THE IMPORTANCE OF BRANDING

Whether companies realize it or not, branding plays heavily into their ability to both attract and retain their ideal demographic of talent. While having a recognizable brand is important, it is even more critical that your brand is perceived in a positive and accurate light - both internally and externally. Positive brand perception not only helps pull in a better quality and higher quantity of applicants, but it also helps to retain top current employees.

CareerBuilder's branding solutions help clients in three essential areas: promotion, differentiation and performance. More often than not, their needs and wants will fall within some combination of the three.

PROMOTION


Most employers want to connect with job seekers at some level and tell their employment story in a more engaging way. Whether they want to connect with job seekers on an emotional level or simply maintain brand consistency, all job branding options will help to promote their employment brand.

DIFFERENTIATION

Just as they do for business, companies compete with each other to attract the right candidates; and not always in the same industry or location. This category is especially important for clients hiring hard to fill positions. When faced with a high demand, low supply situation, it is ever increasingly important for our clients to stand out from the crowd and leave a lasting and positive impression.

PERFORMANCE

When measuring the effects of branding, the results are very situational and can be impacted by a number of factors. The overall goal is to have higher engagement and improve quality conversion rates on the job posting.

	PROMOTION	DIFFERENTIATION	PERFORMANCE
PREMIUM JOB BRANDING	TELL A STORY	 TRUE	BETTER CONVERSION BETTER MATCH
STANDARD JOB BRANDING	BRAND RECOGNITION	THREE PREDETERMINED TEMPLATES	BETTER CONVERSION
COMPANY PROFILE	BRAND ACCESS	LOGO ON SRP	MORE ENGAGEMENT