Your Employer Brand IS Your Brand: Recruit Candidates & Customers with The Talent Attraction Lifecycle
New Marketing Funnel

- Awareness
- Consideration
- Conversion
- Loyalty
- Advocacy
New Recruiting Funnel

- SOURCING
- INTERVIEWING
- HIRING
- PROMOTION
- REFERRALS
Employer Branding

How does it feel to work at your company?
75% of professionals are passive candidates
78% of candidates decide to apply for a job before speaking to a recruiter.
Employer Brand Leadership

Across every industry, companies are creating employer brand leadership positions and departments to focus on talent attraction.
Discover Your Employer Value Proposition

Formal Tangible
- Pay
- Healthcare
- 401(k)
- Company Car

Informal Tangible
- Commute
- Work Environment
- Office Vibe
- Career Building

Formal Intangible
- Safety
- Respect
- Inclusion
- Protection

Informal Intangible
- Culture
- Job Security
- Growth
- Relationships
Talent Attraction Lifecycle

ATTRACT

RECRUIT

HIRE

INTERVIEW

OFFER

REFER

ONBOARD

PROMOTE
Recruit Great Talent
Career Page Anatomy

Some of the things you should include are:

- Why Work at Your Company
- Day in the Life
- Your Mission
- Perks and Benefits
- Job Openings
- Meet the Team (Quotes, Photos, Videos)
- Core Values
- Products & Services
- Major Call to Action (Join the Team!)
Talent Attraction Lifecycle

RECRUIT

INTERVIEW

OFFER

ATTRACT

HIRE

REFER

ONBOARD

PROMOTE
Interview Candidates
Talent Attraction Lifecycle
Make the Offer
Talent Attraction Lifecycle

ONBOARD

INTERVIEW

OFFER

RECRUIT

ATTRACT

HIRE

REFER

PROMOTE
Onboard Your Talent
IDEA

Use a Buddy System
Talent Attraction Lifecycle

ATTRACTION

PROMOTE

HIRE

RECRUIT

INTERVIEW

OFFER

REFER

ONBOARD
Promote Your Company
66% of candidates believe interactions with employees are the best way to gain insight into a company.
Enlist Your Social Army
Talent Attraction Lifecycle

RECRUIT
INTERVIEW
OFFER
HIRE
ONBOARD
PROMOTE
ATTRACTION
REFER
Refer Your Network
Talent Attraction Lifecycle
TABLE EXERCISE:

- Careers Pages
- Job Descriptions
- Referral Campaigns
It’s Time to Share Those Ideas!
Talent Attraction Lifecycle
Questions?

Answers?