

The Impact of Employer Branding

An employer brand is its reputation as a place of work, created by the perceptions of current and prospective employees. A strong employer brand is critical to attracting ideal candidates and retaining top talent.



Workers care about **employer branding**, so you should too.



84%

of job seekers say the reputation of an organization as an employer is important when applying to jobs.



9 out of 10 candidates

would apply for a job when the employer brand is actively maintained.



A strong employer brand reduces employee turnover by **28%.**

Three reasons to invest in employer branding:

1.

It can lower costs to attract candidates, slashing cost per hire in half.

2.

It can differentiate your organization from competition for the same talent.

3.

If you don't manage your brand, others will define it for you.

Sources: TalentNow, Workable, LinkedIn

This infographic is for informational purposes only and should not be construed as medical advice.
© 2021 Zywave, Inc. All rights reserved.

