



EFFECTIVE IMPLEMENTATION OF EMPLOYEE BRANDING

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ABSTRACT

The article delves into the critical role of employee branding in shaping a company's reputation and attracting top talent. Employee branding is defined as the collective perception held by current and prospective employees regarding an organization as a workplace. Acknowledging that employees actively influence this brand through their communications, the article emphasizes the need for companies to invest consciously in employee branding. The importance of employee branding is underscored by its impact on brand awareness, talent acquisition, and employee turnover rates. The implementation of effective employee branding strategies is explored, emphasizing the development of a Unique Value Proposition (UVP) and the engagement of employees as brand ambassadors. The article concludes by highlighting the increasing significance of employer branding in the evolving landscape of work environments.

Keywords: Employee Branding, Unique Value Proposition (UVP), Talent Acquisition, Brand Awareness, and Employer Branding,

Introduction

Just as current employees are an extension of a company's corporate brand, employees can influence the brand of a great employer. As a result, a strong definition of employee branding is the perception that employees and prospective employees have an organization as their workplace.

Employees who actively communicate about their employer, including family and friends, contribute to the company's employee brand. Employees can post reviews about companies on job search sites,

praising them as great or terrible places to work, without their employers knowing.

The work experience companies provide to their employees contributes to the development of the employee brand. For example, employees who value benefits, free time, and opportunities for advancement are more likely to build a positive employee brand. Employees talk about the company and management whether employers want it or not.

Their perspective influences the employee's brand. If the company wants this

brand to be perceived positively, it must consciously and actively invest in employee branding.

Importance of Employee Branding

The employee's voice is three times more trustworthy than the CEO's. As a result, you can increase your company's brand awareness in the digital world by enhancing your employees' online presence. This can drive more organic traffic to your online channel. The goal is not to find potential candidates. For today's workforce, improved employee branding means a better work environment, career advancement, self-development, and more resulting in increased productivity.

Employer branding enables businesses to choose the top applicants from a large talent pool of aspirants. Nearly 80% of talent acquisition managers feel their employer's branding has a major impact on recruiting top talent, according to the LinkedIn Global Recruiting Trends Report.

Employee Branding Experience helps companies reduce employee turnover by 28%. This makes it less likely that you will need to replace it soon. In addition, you can build strong employer-employee relations that transform your company into one that respects its employees, making them less likely to leave for better opportunities. Poor brand reputation increases a company's hiring costs by at least 10%. Positive employee branding is essential as a negative

brand reputation can lead to a poor work environment, thus giving you access to a talent pool of candidates who are ready for employment. Schedule time to put employee branding concepts into practice. In this way, companies can hire the best talent, increase employee productivity, reduce compensation costs, and improve employee efficiency, thereby improving overall productivity and the bottom line. I can do it. Whether employers like it or not, employees speak negatively about management and their business.

The employee brand is influenced by the employer's reputation. If businesses want individuals to positively view their brand, they must actively and deliberately invest in employee branding.

Implementation of Employee Branding Strategies

An organization's performance can be improved by adopting the appropriate employee branding approach or strategy. Here, we will see how it is done.

A strong brand understanding is the first step in developing an employee branding strategy. This will give employers a better understanding of their current employer's brand, its challenges, improvements needed, etc. Employers can use this to work on their company's Unique Value Proposition (UVP).

Inquire about employer branding in recent internal and external surveys. To find



out how well current employees and potential hires understand the company's vision, purpose, and values, employers can conduct surveys, feedback sessions, one-on-one interviews, and more. Additionally, he searches his media socially and reads comments and reviews on other websites. This is an important part of your employee branding strategy.

Netflix, one of the world's leading internet streaming companies, is a great example of listening to employees and treating them as valuable assets. The next step is to use these insights to create an entirely new and unique value proposition for the company. An EVP essentially embodies the values, requirements, and employment opportunities a company offers. It's a key part of employee branding because it's a promise to employees and a marketing message about what works and what doesn't.

By educating employees about the brand, employers can turn them into brand ambassadors and increase the effectiveness of the overall employee branding strategy that the company wants to implement. Host an in-house brand training for them so they can learn and understand your brand's vision and goals and work with you.

Current employees are the best people to ask about the company's reputation, culture, and values when looking for a job. Even with a raise, 50% of his experts say he

wouldn't work for a company with a bad reputation. How can employers convince employees to support the company's employee brand engagement initiative?

To encourage employees to share positive experiences with the company, employers can offer development opportunities, award special rewards for performance and the best referrals, or host community activities.

4 out of 5 of the candidates think it shows how many companies' hiring practices value their employees. Therefore, the company must make sure that the "onboarding" process for prospective employees runs well. From the beginning, get people interested in potential careers and associated prospects. Long-term employee brand engagement concepts will benefit from this as well.

The finest illustration of how to improve a candidate's onboarding experience comes from Digital Ocean, a cloud infrastructure service provider. In their career area, they have created a "candidate resources & support" page. It essentially serves as a roadmap for what a candidate might anticipate during the interview, along with some often-asked questions and their responses.

Use multiple platforms, like as social media, to share employee tales, especially

those of the employees themselves, in the form of slideshow, films, and amusing postings. Research by the international public relations firm, Weber Shandwick found that 50% of workers currently post about their employer and that 98% of employees use at least one social media platform for personal purposes. By experimenting with different employee brand engagement concepts, the company may make the most of it for employee branding.

Conclusion

Being in the “front row” is important these days. Employer branding, like the former, is vital to a company’s reputation. So try to explain to your employees what your company stands for (company values, vision, mission, goals) and how they can contribute to it. Employer branding could become more important within companies in the next 12-24 months, according to two-thirds of recruiters. In other words, employee branding is more important than employee branding for companies today. The rapid change from providing a clean work environment that makes employees want to work” to “changing to a work environment where employees can work happily” will greatly change the way companies work in the future.

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