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Employer Branding

Your Company Name

Framework of Employer Branding Including Social Media

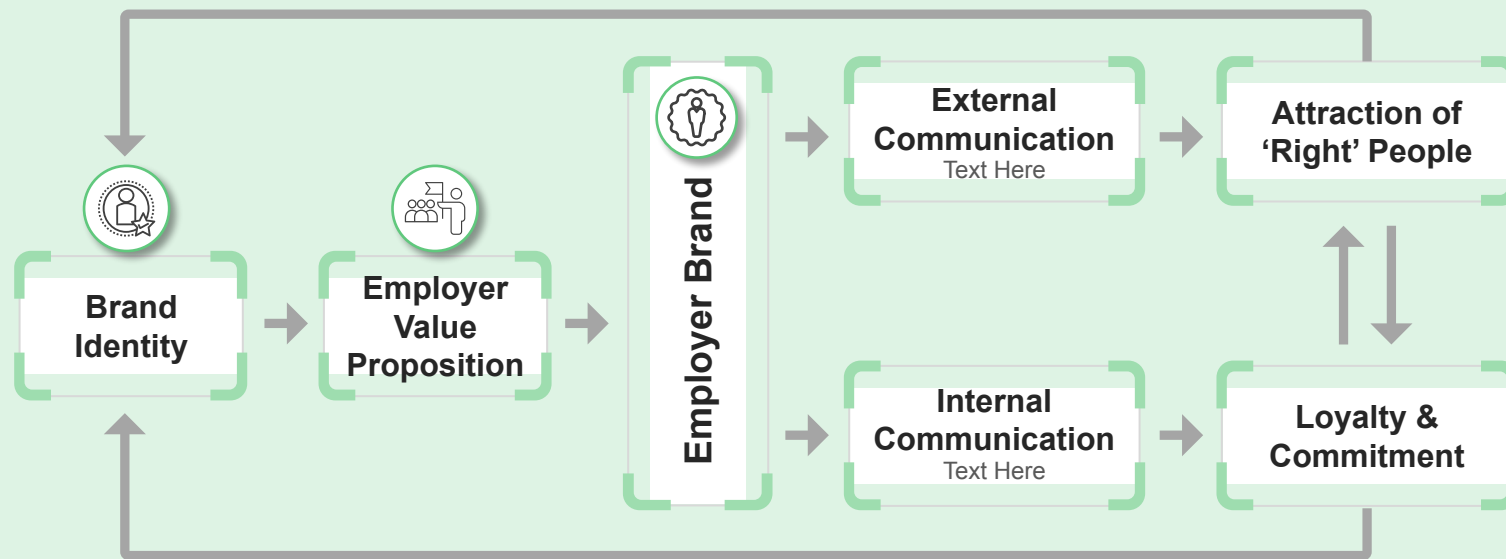


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Employer Branding Implementation Framework Including External Communication

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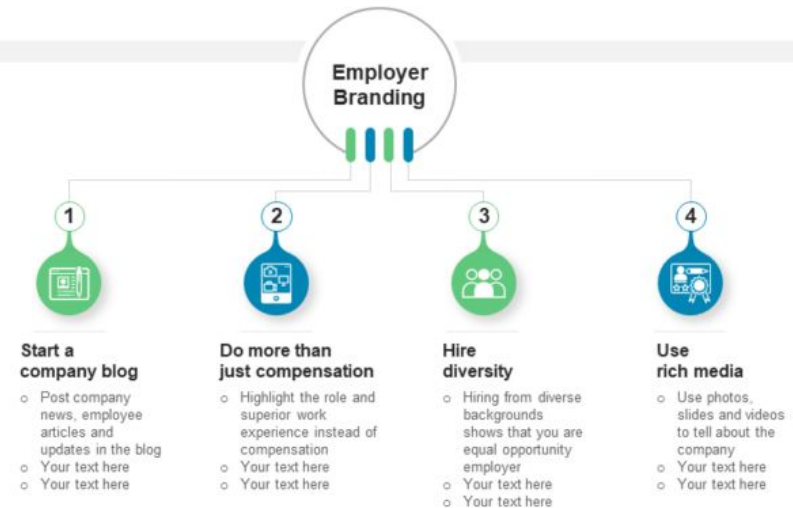
Employer Branding Process in Business with Employee Engagement



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- **A marketing strategy** is a company's overall game plan for reaching out to prospective customers and converting them into customers of their products or services.
- A marketing strategy includes the value proposition of the company, key brand messaging, data on target customer demographics, and other high-level elements.

Marketing Strategies Improving Employer Branding for Organisation



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- **Employer branding** is a communication strategy focused on a company's employees and potential employees.
- It brings together all the branding and communication elements intended to enhance the value of belonging to a company, with the ultimate goal of retaining and attracting talent.

Innovation and Values in Creating Employer Branding



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- Profit margins can be made or broken by the **public's perception** of a company.
- If a company is perceived as a trustworthy entity that produces high-quality goods or services, it can easily gain loyal customers.
- Customers may abandon a company if a negative impression is associated with it.

Employer Branding Framework Including Public Perception



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- **Brand advocacy** can have a significant impact on the reputation of your company.
- Brand advocates can help your brand's reputation by spreading the word about it, whether by posting positive reviews about your brand online or sharing user-generated content on their personal pages.

Culture and Advocacy in Improving Employer Branding



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What are the top marketing strategies?

- Product
- Price
- Promotion
- Location
- Packaging
- Positioning
- People



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What are the three elements of employer branding?

- The employee value proposition must be identified.
- Employee value proposition communication.
- Everyday employer brand encounter.

What is Market perception ?

- The consumer response to a company's products and services is referred to as market perception.
- A company with a positive perception may be thought to provide good value in its

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- products and services and to be a good buy for investors.
- Negative impressions indicate that customers and investors do not like a company.

What is the significance of brand advocacy?

- Positive feedbacks and reviews or individuals sharing their experiences with a company's products or services provide new or potential customers with additional information about the company.
- Brand advocate's perceptions and opinions about a business service are more credible than the company's own marketing campaigns.

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