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ACOMPLIX

Aligning  
EMPLOYER BRANDING  
GOALS  
*with*  
CONTENT STRATEGY  
GOALS



<b>EMPLOYER BRANDING GOAL</b>	<b>CONTENT GOAL</b>
ATTRACTING TOP TALENT	Create compelling job descriptions and career pages
INCREASING BRAND AWARENESS	Develop and distribute engaging and shareable content
ENHANCING BRAND REPUTATION	Publish thought leadership articles and industry insights
PROMOTING DIVERSITY AND INCLUSION	Share stories and experiences of employees from diverse groups
IMPROVING EMPLOYEE ENGAGEMENT	Develop internal content to keep employees informed and engaged
SUPPORTING EMPLOYEE ADVOCACY	Encourage employees to share content showcasing their experiences
EDUCATING AND INFORMING CANDIDATES	Create informative and educational content for potential candidates
BUILDING A TALENT COMMUNITY	Offer valuable resources, webinars, and networking opportunities
DIFFERENTIATING FROM COMPETITORS	Highlight unique aspects of the company's culture and benefits