



ACOMPLIX

MEASURING THE IMPACT

of

EMPLOYER BRANDING CONTENT

acomplix.com/employer-branding-content-strategy



EMPLOYER BRANDING GOAL	BUSINESS OBJECTIVE	METRICS/KPIs
ATTRACT TOP TALENT	Build a strong talent pipeline	<ul style="list-style-type: none">• Number of qualified applicants• Application conversion rate• Source of hire
ENHANCE EMPLOYER REPUTATION	Improve brand perception	<ul style="list-style-type: none">• Positive brand mentions and sentiment on social media• Online reviews and ratings• Brand awareness metrics
IMPROVE EMPLOYEE RETENTION	Increase employee satisfaction	<ul style="list-style-type: none">• Employee engagement survey score• Employee Net Promoter Score (eNPS)• Employee feedback and sentiment analysis
SHOWCASE COMPANY CULTURE	Highlight unique work environment	<ul style="list-style-type: none">• Website traffic to the "Culture" section• Social media engagement on culture-related posts• Employee testimonials
PROMOTE DIVERSITY AND INCLUSION	Foster an inclusive workplace	<ul style="list-style-type: none">• Diversity in the applicant pool• Diversity metrics (gender, ethnicity, etc.) in hiring• Employee demographic representation
ALIGN WITH COMPANY VALUES	Reinforce organizational values	<ul style="list-style-type: none">• Employee participation in CSR initiatives• Alignment with company values in employee surveys• Internal recognition and awards



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REDUCE TURNOVER	Increase employee retention	<ul style="list-style-type: none">• Employee turnover rate• Exit interview feedback• Employee satisfaction survey results
SUPPORT BUSINESS EXPANSION	Facilitate organizational growth	<ul style="list-style-type: none">• Number of applicants from target expansion markets• Talent acquisition metrics in expansion regions• Employer brand awareness in new markets
BUILD EMPLOYER BRAND AWARENESS	Increase brand recognition	<ul style="list-style-type: none">• Social media followers and engagement metrics• Website traffic and bounce rate• Brand awareness surveys and studies
STRENGTHEN INTERNAL CULTURE	Foster a positive work environment	<ul style="list-style-type: none">• Employee satisfaction and happiness surveys• Employee retention rates• Internal communication and feedback metrics
DEVELOP THOUGHT LEADERSHIP	Establish industry expertise	<ul style="list-style-type: none">• Thought leadership content downloads and views• Social media shares and engagement on thought leadership content• Speaker invitations and industry recognition