

INVITING EMPLOYER BRANDING

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Inviting Employer Branding services:

- . Employer Brand Assessment
- . Define EVP
- . Brand Messaging and Storytelling
- . Visual Branding
- . Website Optimization
- . Social Media Presence
- . Employee Advocacy Programs
- . Review Management
- . Candidate Experience Enhancement
- . Branding Materials
- . Recruitment Advertising
- . Inclusive Branding
- . Brand Events
- . Influencer Collaboration
- . Metrics and Analytics
- . Continuous Improvement

Elevate your employer brand with our Inviting Employer Branding Services.

We cover everything from assessment to continuous improvement, ensuring a positive workplace culture and long-term success.

With our Inviting Employer Branding Services, we offer a comprehensive approach to elevating your employer brand from assessment to continuous improvement. Beginning with an in-depth Employer Brand Assessment, we evaluate your current brand perception and identify areas for enhancement. We then work collaboratively to define your Employee Value Proposition (EVP), crafting compelling brand messaging and storytelling that resonate with both current employees and potential candidates.

Our services extend to visual branding, website optimization and social media presence, ensuring that your brand is represented consistently and effectively across all platforms. Through employee advocacy programs, review management and candidate experience enhancement initiatives, we foster a positive workplace culture and enhance the overall employer brand perception.

Furthermore, we provide branding materials, recruitment advertising and inclusive branding strategies to attract top talent and promote diversity and inclusion within your organization. By leveraging brand events, influencer collaboration and metrics and analytics, we continuously refine and improve your employer brand strategy to align with evolving business objectives and industry trends. With our Inviting Employer Branding Services, you can strengthen your employer brand, attract top talent and foster a culture of engagement and success within your organization.

Service particularity: delivery time depending on work frame and complexity; Initial Chat included

Blob team engagement: 2 expert level consultants, creative team, technical backend

Type of meeting: face to face

Place of meeting: agency office

Output: establish new or elevate existing employer brand that is attracting top talent, fostering employee loyalty and enhancing company reputation, achieved through authentic storytelling, positive workplace experiences and a compelling employer value proposition; presentation and discussion included

Pricing. Inviting Employer Branding

BASIC DIFFICULTY LEVEL:

- . **Starting price:** 5.000 EUR
- . **Criteria:** suitable for organizations with limited experience in employer branding or those initiating efforts to enhance their employer brand
- . **Argument:** at the basic difficulty level, inviting employer branding services focus on foundational aspects such as employer brand assessment, defining Employee Value Proposition (EVP) and basic brand messaging and storytelling. These services cater to organizations aiming to understand their current employer brand perception, define key attributes that make them an attractive employer and establish basic communication strategies. The emphasis is on providing guidance and support to lay the groundwork for effective employer branding, ensuring authenticity and consistency in messaging

INTERMEDIATE DIFFICULTY LEVEL:

- . **Starting price:** 7.000 EUR
- . **Criteria:** geared towards organizations seeking to enhance their employer branding capabilities and implement more sophisticated strategies
- . **Argument:** intermediate difficulty level inviting employer branding services offer more comprehensive support in areas such as visual branding, website optimization and social media presence. Organizations at this stage may have some experience in employer branding but require assistance in developing visual brand elements, optimizing digital platforms and expanding their presence on social media channels. These services focus on refining the employer brand image, enhancing candidate experience and improving online visibility. The emphasis is on improving the depth and effectiveness of employer branding strategies to attract and retain top talent

ADVANCED DIFFICULTY LEVEL:

- . **Starting price:** 10.000 EUR
- . **Criteria:** targeted towards organizations aiming for strategic employer branding leadership, advanced metrics and analytics and implementation of innovative branding techniques
- . **Argument:** advanced difficulty level inviting employer branding services involve advanced techniques in recruitment advertising, inclusive branding and influencer collaboration. Organizations at this level may be pursuing ambitious employer branding goals, seeking to leverage advanced marketing techniques or aiming to implement innovative branding strategies for maximum impact. These services offer specialized expertise to develop compelling recruitment campaigns, foster inclusive workplace cultures and collaborate with influencers to amplify employer brand messaging. The emphasis is on providing strategic guidance and actionable strategies to elevate employer brand effectiveness, drive employee engagement and establish the organization as an employer of choice

CHALLENGING DIFFICULTY LEVEL:

- . **Starting price:** 15.000 EUR
- . **Criteria:** designed for organizations facing critical employer branding imperatives, complex metrics and analytics challenges or demanding continuous improvement requirements
- . **Argument:** challenging difficulty level inviting employer branding services address critical issues such as metrics and analytics, continuous improvement and brand events. Organizations at this level may encounter situations where rigorous measurement, comprehensive improvement initiatives and effective event management are essential for employer branding success. These services involve proactive engagement with stakeholders, rigorous evaluation of branding efforts and implementation of advanced strategies to drive sustained employer brand excellence. The emphasis is on equipping organizations with the tools and capabilities to navigate complex employer branding challenges, enhance workplace culture and ensure long-term success

By categorizing Inviting Employer Branding Services into these difficulty levels organizations can identify their specific needs and select the appropriate level of support to enhance their employer branding efforts and achieve their desired outcomes. Each level offers tailored solutions and strategies to address specific challenges and optimize the effectiveness of employer branding initiatives in attracting, engaging and retaining top talent.