



# Measuring Employer Brand Health

A guide to creating a strategy to monitor impact.

# EMPLOYER BRAND HEALTH

**Organizations spend hundreds of thousands on talent marketing each year—but without clear and continuous measurement, it is unclear if those investments will pay off.**

Why is measuring employer brand health difficult? Employer brand health is impacted by a variety of factors, including the ever-changing technology talent can use to discover, engage, and comment on an organization's employer brand (and its competitors).

Successful employer brand health measurement means being able to measure the employer brand health metrics that matter, track employer brand health over time, and contextualize employer brand health strengths and weaknesses to adjust strategy.

# EMPLOYER BRAND TRACKING 101

YOUR MEASUREMENT STRATEGY SHOULD ENABLE YOU TO...

## 1. BUILD

Your employer brand scorecard & key performance indicators.

## 2. UNDERSTAND

Key employer brand health metrics.

- Market Position & Competitive Intel
- Talent Engagement
- Pipeline Health
- Talent Attraction & Conversion Metrics

## 3. SYNTHESIZE

Your employer brand health & performance. Obtain the data. Tell the story.

## 4. SUSTAIN

Monitor the data, produce regular reporting and adjust your employer brand strategy as necessary.

One of the most important things to realize in tracking employer brand health is the existence of inputs & outcomes

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FOUNDER, DRIFT EMPLOYER BRAND



## **Employer Brand Health Inputs**

Reputation & Competitive Standing; Employee Experience; Social Sentiment; Campaign Engagement; Traffic; Employee Advocacy

## **Employer Brand Health Outcomes**

Diverse Pipelines; eNPS Gains; Faster Hiring Time; Better Retention; Earned Media Value; Stronger Affinity to Purpose in New Hires.



# 1. Build your Strategy

## **DEFINE YOUR GOALS**

Consider the outcomes that are most important to you this year. Align your measurement strategy to prioritized KPIs that map to your strategic vision.

## **IDENTIFY TOOLS AND PLATFORMS**

Find technologies that create efficiencies and offer depth in collecting your insights. Make sure to include a mix of external platforms & internal ones, like your ATS (Applicant Tracking System).

## **GET A BASELINE**

Examine top companies in your niche to gain and understanding of where you are in the competitive landscape. Engage employees through focus groups and surveys for an internal perspective.

## 2. Understand Key Metrics

### Market Position

Who has heard of us?

### Talent Engagement

What do candidates think about us?

### Pipeline Health

Are we a preferred company for our top talent?

### Talent Attraction

How successful are we at creating loyalty, trust and affinity?

When it comes to measuring employer brand health, the fundamental issue is knowing which metrics matter. Employer brand health is multifaceted, with different employer brand metrics capturing important and unique elements of total employer brand health. Drift looks at 4 categories of KPIs that mirror the marketing funnel.

Frequently, employer brand tracking will assess individual elements of employer brand health—from the broadest of general awareness, to the narrowest of how likely an employee is to recommend a company. But failure to view all of the key employer brand health metrics holistically means that organizations receive only a partial view of total employer brand health. For a robust assessment, measure each of the key employer brand health metrics to understand talent engagement with your employer brand.

# 2. Understand Key Metrics

## Market Position

### ■ WHAT IS MARKET POSITION?

Awareness in the external talent marketplace of your employee value proposition & workplace culture.

### ■ HOW TO MEASURE

Social media sentiment reports, Glassdoor rankings, workforce reporting, surveys

### ■ WHAT TO MEASURE

- Workforce Demographics & Talent Pools
- Relative Reputation Ranking
- Regular investigations into your direct talent competitors

### ■ CONSIDERATIONS

Work with a balanced slate of competitors. Look across industries to surface sources of inspiration.



# 2. Understand Key Metrics

## Talent Engagement

### ■ WHAT IS TALENT ENGAGEMENT?

The impressions and associations talent connects with your organization.

### ■ HOW TO MEASURE

Social media platform metrics, Career site analytics, advocacy activity, campaign metrics.

### ■ WHAT TO MEASURE

- Audience Reached
- Clicks & Social Actions
- Traffic
- Earned Media Value

### ■ CONSIDERATIONS

If you are opting for an organic strategy (unpaid) metrics like these will be a little more difficult to come by - but it can be done!

# 2. Understand Key Metrics

## Pipeline Health

### WHAT IS PIPELINE HEALTH

The efficacy rate (%) of your employer brand efforts - are you capturing the interest of your critical talent?

### HOW TO MEASURE

Applicant tracking system, hiring manager conversations, surveys, onboarding program data.

### WHAT TO MEASURE

- Conversion-to-Pipeline from Key Platforms
- Reduction in Time-to-Fill
- Diversity of Pipeline metrics

### CONSIDERATIONS

It may take time to see the impacts of your strategy. Be patient and engage with the data regularly.

# 2. Understand Key Metrics

## Talent Attraction

### ■ WHAT IS TALENT ATTRACTION?

The conversions that happen as a direct result of your employer branding efforts.

### ■ HOW TO MEASURE

Applicant tracking system, conversations with hiring managers, surveys, recruiter feedback

### ■ WHAT TO MEASURE

- Conversion-to-Hire
- Talent Response Rate
- Talent Experience
- eNPS

### ■ CONSIDERATIONS

This is a longer-term monitoring exercise. You won't see gains immediately, but they will happen with focused effort.

# 3. Synthesize your data

**Make the numbers mean something.**



## **PREPARE YOUR DATA**

Validate, clean and convert your data. Find the narrative in the numbers based on your goals.

## **EXAMINE YOUR EMPLOYER BRAND HEALTH**

Look for trends, irregularities, deltas and inflections aligned to all your activities.

## **REPORT REGULARLY**

Share your reporting with your stakeholders, partners and collaborators on a quarterly basis.

# 4. Sustain Your Strategy

## 1. DRIVE TALENT MARKETING DECISIONS

Let the data guide key decisions around where to show up, what to say and when you need to be in-market. Demographic data will tell you what resonates best with target segments.

## 2. GAIN GROUND, COMPETITIVELY

Adjust your strategy based on intel to tell your unique story and unlock talent pools that were previously inaccessible.

## 3. ESTABLISH A CADENCE OF ITERATION

Monthly reporting is best for companies with an established strategy, requiring continual monitoring.

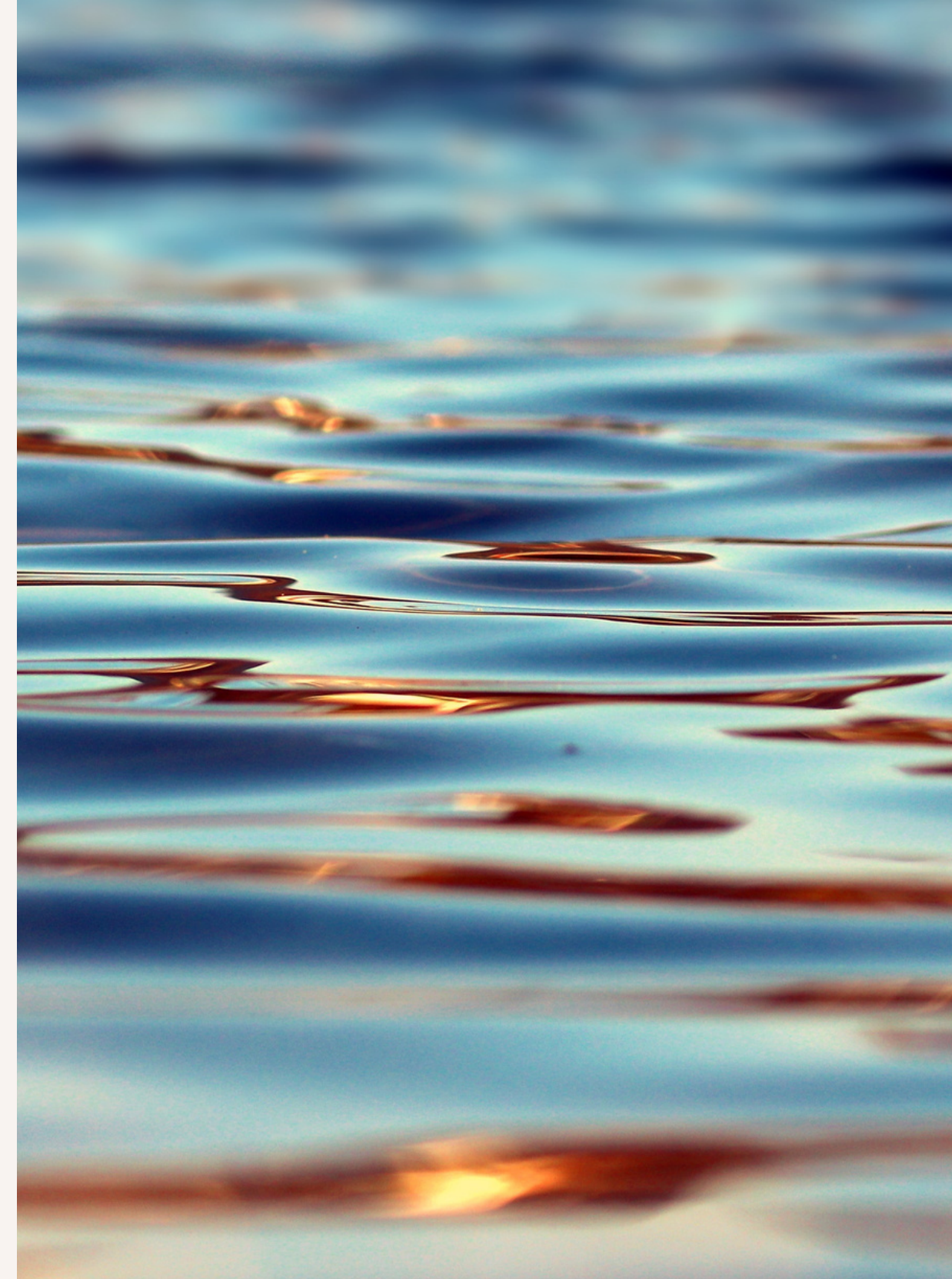
# CONTACT DRIFT

I've dedicated myself to creating culture strategies for companies who love their people and want to show it. I love working with organizations to develop employee value propositions that are built for human beings. I help train and educate teams and leaders on how to become incredible advocates for your culture. And I consult on marketing strategies that bring your culture to life and show, not tell, what is exceptional and different about you.

I would love to partner with you to bring your EVP to life and sustain an incredible culture you and your employees can be proud of.

*Chelsea Howard*

**Founder & Lead Strategist  
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**I WOULD LOVE TO HEAR  
FROM YOU!**

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