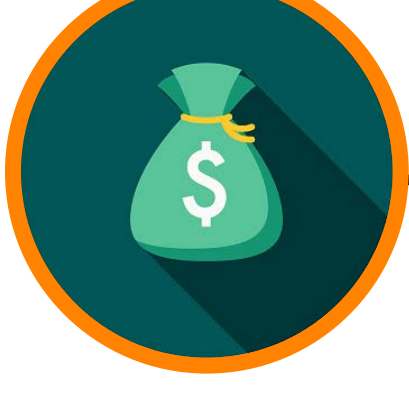


10 REASONS WHY EMPLOYER BRANDING IS IMPORTANT



Companies with a stronger employer brand see a decrease of **43%** in cost per hire

67% of job seekers would accept a lower salary if a company has positive reviews online



A bad reputation could cost a company with 10,000 employees **\$7.6** million in additional wages

Employers who fail to invest in their reputation could be paying up to **\$4,723** per employee hired



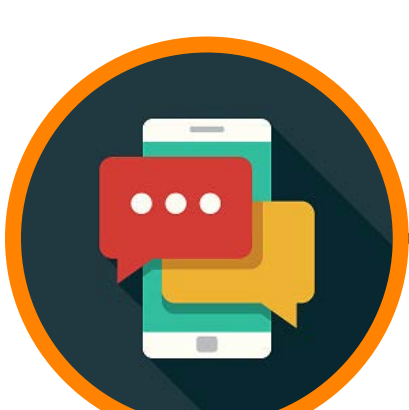
69% of candidates likely apply to a company if they actively manage their employer brand

84% of employees consider leaving their current jobs if another company has a better reputation



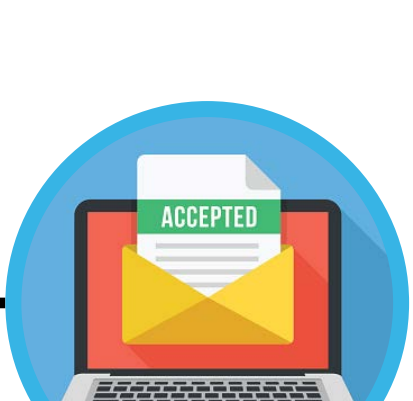
88% of millennials believe that being part of the right company culture is important

72% of recruiting leaders worldwide agree that employer brand has a significant impact on hiring



79% of job seekers are likely to use social media in their job search

A strong employer brand leads to **50%** more qualified applicants



About EmBrand

EmBrand is an integrated employer branding firm. EmBrand's principals and associates have been building international and national brands for over three decades. The company's brand process has been proven in the competitive world of brand management for both B2B and B2C markets. Let EmBrand put its unique, proprietary brand process to work for you to define, manage and build your Employer Brand.

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YOUR BRAND AT WORK

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