



Strengthening your employer brand: a “to do” list.

To do:

Make sure all the special things about your agency and your culture come through on your web site.

Start with the basics. Spend time figuring out what is unique about your agency. Scan the web, read the About Us sections. See that many agencies sound the same. You can do better. A good test: swap another agency’s name into your description. If it reads the same, dig deeper. Talk to your employees, get their ideas and go back to the drawing board.

To do:

Use your web site for recruiting.

Make sure your web site is working for you — add a Careers page that is easy to find from the Home page.

Your site should be visually appealing, clear and succinct. Both sales and employee prospects should understand who you are and what you stand for right away. It needs to be mobile friendly — 70% of job candidates apply for jobs with their mobile devices. And even if they’re not applying on your site, they are visiting it before they interview or come to work with you. Your site should highlight your values and communicate your unique story, backed by up to date visuals of your business and current employees.

To do:**Learn why your best performers work for your agency.**

Meet with employees one-on-one or in small focus groups of producers and customer services representatives. Ask them what they like best about the work, the culture, their roles as well as why they selected your business. This will help you gain insights you can use in reaching and connecting with new candidates.

To do:**Know your competition.**

Your competition for talent isn't necessarily the agency next door—it's the investment firm, the bank, the restaurant or even the school next door. Many agencies tell us they recruit from a variety of places for their open jobs. Understanding what local employers are offering is key to defining your strategy and candidate value proposition. Check out your competitors' websites, open positions and application processes for ideas you can adopt and areas you're doing well that you can emphasize.

To do:**Use social media to tell your story.**

Feature your agency on multiple social media accounts, including having company pages on LinkedIn, Facebook and Glassdoor, and company accounts on Twitter and Instagram. Create original content showing employees and the business. Make the most of visuals including featuring your agency logo, photos and video.

To do:**Turn your employees into recruiting ambassadors.**

Your employees are the best ambassadors for your agency—online and offline. Start a referral program: many agents say that this is one of their best sources of finding qualified candidates. Invite employees to become part of your recruiting process, engaging with candidates before they are hired. And online, encourage them to share their stories on Glassdoor and similar sites, or to post their own photos and comments about what it's like to work at your agency.

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