



THE POWER OF Teamwork

How Marketing and People Teams Can Work Together



INTRODUCTION

When it comes to branding your business, your story matters most. Marketing and talent acquisition teams have always told the same story but to different audiences. Today, however, both candidates and customers evaluate organizations on more than just product offerings.

Your brand is the essence of your business, and it's not just a colorful logo; it's what comes to mind and what's felt when your name is mentioned. In short, it's your story and reputation. A positive brand drives sales, so much so that consumers are willing to pay 22 percent more for certain products from a brand with a better reputation.

How your brand is perceived also impacts your ability to recruit top talent: 75 percent of candidates evaluate an employer's brand before applying to an open role. A strong branding strategy is based on core values, corporate citizenship and a mission beyond profit margins. Both consumers and job seekers take these aspects into consideration when evaluating brands.

Rather than dividing your brand into consumer- and candidate-facing categories, enhance your efforts by combining marketing and talent acquisition strategies. Doing so cuts costs and improves performance, both within your organization and beyond. This guide will discuss the ways in which marketing and people teams can work together on branding projects and provide tips on how to effectively merge the two strategies.

TABLE OF CONTENTS

SECTION I: Why Marketing and People Teams Should Work Together

SECTION II: When to Work Together

SECTION III: Tips for Success

SECTION IV: Strategic Planning Worksheets

SECTION I

Why Marketing and People Teams Should Work Together

Simply put, two teams are better than one, but there's much more to a marketing-talent acquisition union than meets the eye. Read on to learn about the benefits of combining your branding efforts.

Working Together Builds a Better Brand

First and foremost, combining your marketing and employer branding efforts creates a cohesive look and feel that will leave a lasting impression on your target audiences.

Your customers can turn into prospective employees and vice versa. As a result, it's vital that your brand strategy remains consistent across both groups.

A Cohesive Brand Experience

Creating a consistent brand isn't just a smart strategy, it's a necessity; 60 percent of millennials expect a consistent brand across all channels. Today, consumers and job seekers check out multiple sites and platforms before determining which brands they'll support.

In fact, job seekers report using an average of 7.6 job sites during their search and a whopping 81 percent of consumers conduct online research before purchasing a product. If your brand wavers across channels, you'll confuse prospective customers and candidates.

Pooling your resources to create a single, consistent branding strategy boosts your reputation among both audiences; recognizing your brand across platforms turns candidates into promoters and consumers into loyal customers.

Working Together Saves Money

Branding is a long-term investment. More than three-quarters (77 percent) of B2B marketing leaders say branding is a vital growth strategy and companies with a poor branding strategy pay 10 percent higher salaries. Dedicating the necessary resources to your brand will benefit your business now and for years to come.

Preserve Resources

The average marketing budget is 9.8 percent of annual revenue. Since branding traditionally falls under marketing's purview, you can imagine that a good chunk of that budget is dedicated to maintaining a consistent brand presence. In fact, essential brand collateral — think your website and marketing materials — can cost anywhere from \$10,000 to upward of \$250,000.

Bad Branding Costs More

10%

Companies with a poor branding strategy pay 10 percent higher salaries.

For talent acquisition teams, the average cost-per-hire rate runs close to \$4,500 and increases depending on seniority and the role's level of impact; the average cost of filling an executive position is just shy of \$15,000.

Rather than dipping solely into the one fund for branding efforts, combining talent acquisition and marketing budgets increases the amount available to spend on a joint brand story venture. This preserves resources so your company can continue to fill essential roles and bring in customers without redistributing funds.

SECTION I

Boosts Revenue

A wavering or inconsistent brand can significantly hinder your bottom line. Branding influences sales more than you might think: leaders report 18 percent of purchases are because of their brand while 17 percent are directly related to sales tactics. Pulling back on your consumer and employer branding efforts will significantly impact your profit margins.



Your brand is the single most important investment you can make in your business.”

-Steve Forbes

Cut Payroll Costs

As previously mentioned, a better brand results in lower salaries, which saves you money. On top of that, a strong brand presence can help you recruit better employees: candidates are 40 percent more likely to apply for a job if they recognize the company's brand. What's more, 23 percent of candidates ages 18-34 would actually take a pay cut to work for a company with a positive employer brand.

A solid strategy helps funnel applicants into your pipeline, which means you have an increased chance of reducing your time-to-hire and ultimately cutting recruitment costs. That, in turn, frees up more of your combined budget for your branding efforts.



40%

CANDIDATES ARE 40 PERCENT MORE
LIKELY TO APPLY FOR A JOB IF THEY
RECOGNIZE THE COMPANY'S BRAND.

Working Together Improves Productivity

Collaboration is a breeding ground for creativity and innovation, which can improve business outcomes. In fact, companies that foster creativity perform better than their less-imaginative counterparts in revenue growth, market share and talent acquisition. Not only that, but joining forces can lead to better project outcomes: collaborative work is five times more likely to lead to higher performance.

Faster, More Effective Processes

Putting both the marketing and talent acquisition teams' efforts toward a single strategy makes branding twice as effective and half as expensive. Working together means faster content production, smarter promotional strategies and stronger messaging. More skill sets coming together from two branding perspectives will not only put your brand in a better position but allow you to do it at a faster pace.



SECTION I

Consistent Branding Boost Sales

The brand you present to the world can be used by sales to capture the attention of new prospects and customers, as well as reengage those who have become unresponsive.

Companies that maintain and promote a consistent brand increase revenue by 33 percent on average. Merging your branding efforts to showcase your company in a positive light and generate additional leads will boost the productivity of all teams involved.

Working Together Mitigates Risk

A strategic, well-positioned brand can help reduce the impact of risk-inclined aspects of your business. And that's not limited to what goes on outside of your organization; branding can help reduce negative business trends, such as low employee morale and high turnover rates.

Improved Employee Retention

Collaborative work not only boosts productivity and key business performance indicators, it also has a tangible effect on your employees' satisfaction and wellbeing. In fact, teamwork is shown to improve employee engagement which results in higher retention rates.

Engaged employees are 87 percent less likely to leave their current job. Furthermore, high levels of employee engagement correlate to higher average revenue growth, net profit margins, earnings per share and improved customer satisfaction. By our count, that's a win-win-win-win.



SECTION I

Reduce Costly Consequences

As significant of an impact a positive brand presence can have on your business, a poor strategy can just as easily undermine your success. One wrong move can cost your business a lot of money; a negative perception online has been proven to cost businesses 80 percent of its revenue and force them to increase salaries by 20 percent. Making an investment in your brand can mitigate the risk of losing funds you may need now and in the future.

SECTION II

When to Work Together

Despite their apparent differences, there are many ways in which marketing and talent acquisition branding strategies overlap. Adjusting your approach to play to these intersection points will bolster your brand in the eyes of both customers and candidates.

SECTION II

You're already well-versed in the fundamentals of branding. But are you aware that you're unnecessarily duplicating your efforts in certain areas?

There's no denying the impact of an effective marketing strategy — major corporations like Oracle and Salesforce have dedicated upwards of 20 percent of revenue toward marketing in recent years. As a result, these organizations grew revenue year-over-year.

In fact, marketing is responsible for leading revenue growth at 38.4 percent of companies. As we know, when revenue grows, you need to scale your team — quickly. **However, what marketing professionals fail to realize is that their talent acquisition colleagues are trying to tell a different aspect of the same story — the story of what makes your brand unique.**

The goal of employer branding is to successfully position your company among competitors as a brand of choice. Sound familiar? Marketing is after the same end goal, just with a different audience. Plus, strong employer branding helps people teams recruit up to two times faster and reduce cost-per-hire by 50 percent.

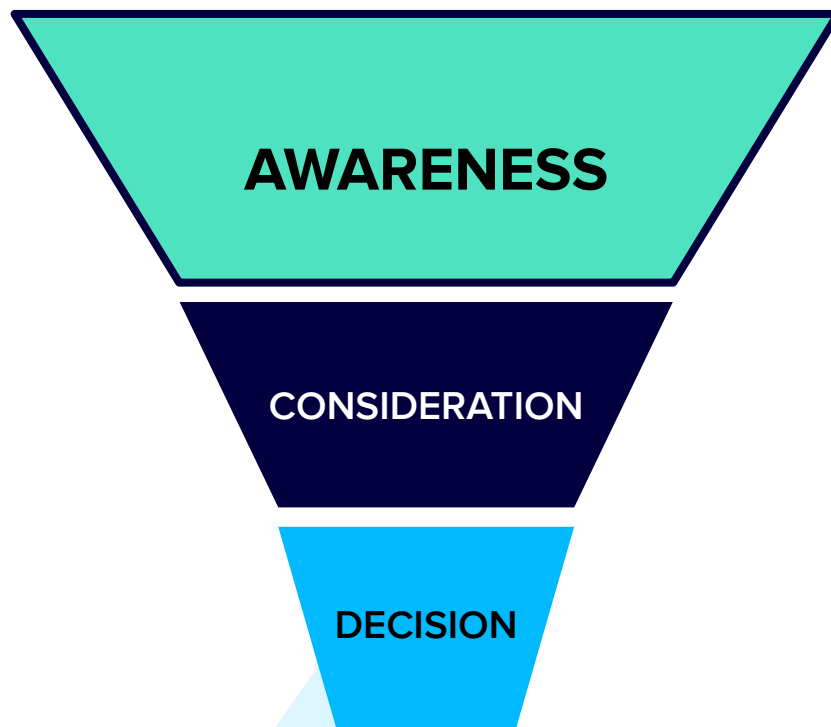
38.4%

**MARKETING LEADS REVENUE GROWTH AT
38.4 PERCENT OF COMPANIES.**

*A strong employer branding strategy helps people teams **recruit up to two times faster** and reduce cost-per-hire by 50 percent.*

The Buyers' and Candidates' Journey

Depending on the stage of the selling cycle or recruitment process, the action you're trying to elicit from your target audience will look a lot different — especially between candidates and consumers. However, the initial stage of both processes is the same and focuses on simply creating awareness for your brand.



During the awareness stage, your goal is to effectively tell your brand story, pique your audience's interest and leave a memorable impression. The content needed here is relatively general and centers on the basics of your brand, company and mission. For customers and potential employees alike, this is simply when they get to know you.



SECTION II

As candidates and prospects move down the funnel, your branding efforts will start to diverge. However, the awareness stage is ripe with opportunities for collaboration to tell an even more compelling story about your company. For delayed selling and hiring cycles during uncertain times, it's vital that your initial branding tactics hit the mark; customers and candidates will come back around and you need to be on their radar when they do in order to maintain your share of the market and beat out the competition.

Remember, both marketing and talent acquisition need to highlight different aspects of the same brand story, so work together to get your name out there in a way that sticks.

The Three Pillars of Branding

A consistent use of the three pillars of branding is vital to create a cohesive brand — one that resonates with both customers and candidates. Your voice and tone, messaging and imagery must be stable; regardless of platform, content format or even target audience, your brand should be constant.

Messaging

Your brand messaging is the language you use and the value it conveys. It's your brand story, company value proposition and how you position yourself all rolled into one. The story of your business doesn't vary, nor should it change across strategies.

Voice and Tone

Your brand voice and tone is the inflection you add to your messaging. It conveys your brand's personality and level of emotion. More formal organizations use "Hello" where startups might use "Hey" or "Sup?"

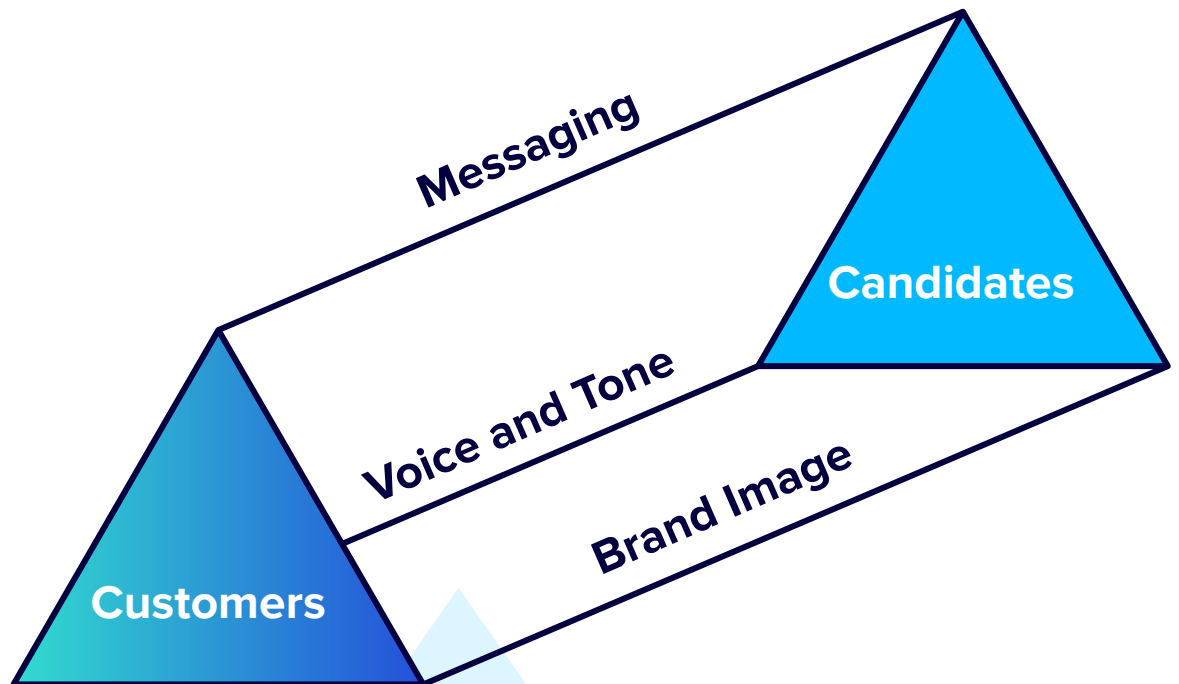
Brand Image

Your brand image is how you visually present yourself. It's your colors, font, logo and image guidelines — the elements that come to mind when job seekers and consumers think of your brand.

SECTION II

What changes across strategies is who you're speaking to. Because of that, the words used in branding should vary, but how you communicate them must be consistent. The pillars hold true and provide several connectors between consumer and employer branding efforts.

Consider your branding efforts like a prism — the sides are the same, but when tilted against the light, it projects different colors. How you brand your company to attract prospective employees should be built with the same foundational elements as your branding for customers.



SECTION III

Tips for Success

Cross-departmental collaboration is terrific on paper, but a lot trickier in practice. Not only do you have to pivot existing strategies, you also have to adjust to different team dynamics, as well as unique working and leadership styles.

Marketing and talent acquisition teams are likely not used to working together, which is why dedicating the time to build a strong foundation up front is essential. Use these tips to establish and maintain a successful working relationship.

1

Merge your budgets

You can do more with more money, there's no denying that.

Preserving your resources now helps safeguard your future strategy and needs. During an economic downturn or slower business year, you'll want to be extra cautious with how you choose to spend money. Combining your respective department budgets for branding efforts will give you more bang for your buck.

2

Share your resources

The tools and software you have at your disposal are invaluable, particularly during challenging times. Teaming up allows you to share important resources — for example, fewer seats on your software account — which ultimately saves you money. Leverage resources across departments to support the entire organization. Additionally, get creative and use the resources you have rather than focusing on those you feel you need but don't have access to.

3

Meet weekly

Get together at the start of each week to discuss upcoming projects and challenges from the previous week. Remember, this is a working relationship and it will take a while to establish a groove. Check in with your team members and direct reports to better understand their needs. Additionally, set goals for each project so the entire group is aware of individual responsibilities and team objectives.

4

Appoint a head from each department

Executives and VPs might not have the time to help with this cross-departmental venture. If that's the case, **designate two mid- to senior managers to run point on your joint projects.** These two individuals should work extremely closely together to ensure both team's objectives are being met, and that the newly-joined group is on track toward their shared goals.

5

Hold regular brainstorming sessions

Get the entire joint team — or smaller groups — together once a week to brainstorm new branding ideas. Your strategy should be agile and proactive; forecast market trends and get ahead of them. Additionally, be prepared to react quickly during trying business times. **Frequently coming up with new ideas — even if they get moved to the back burner — will help ensure you stay relevant and competitive.**

SECTION IV

Strategic Planning Worksheets

Use these worksheets to successfully collaborate and align your team's strategies.

Both the marketing and talent acquisition teams should fill out this worksheet individually prior to combining efforts.

1. Who is your target audience?

Describe your ideal persona: _____

What brands do they follow/support? _____

Where do they spend their time online? _____

What are their interests? _____

2. What is your brand trying to achieve? _____

3. What is your brand?

Describe how you'd like to be perceived: _____

Describe your tone of voice: _____

Describe your messaging (i.e. language style, wording, etc.): _____

Brand Alignment

After completing Worksheet 1, fill out the following worksheet together to identify how your brands — employer and consumer — align.

	Marketing	Talent Acquisition	What Lines Up?
Target Audience: (Describe each.)			
Brand Objectives: (What are your broad goals?)			
Brand Styles: (Describe your tone of voice and messaging.)			
Target Platforms: (Where do your audience members spend most of their time?)			
Story Summary: (Identify the key components of your brand story.)			

Funnel Processes



Complete this worksheet together to outline the essential stages of both the recruitment process and selling cycle in the context of the buyer’s journey.

		What are the general steps that occur during this stage?	What are the key objectives during this stage?	What kind of content do you share during this stage?
		<i>Ex: Candidate/ consumer finds us on social media</i>	<i>Ex: Educate consumer/ candidate about products/company perks</i>	<i>Ex: Articles; whitepapers; video content</i>
STAGE 1: AWARENESS	Marketing			
	Talent Acquisition			
STAGE 2: CONSIDERATION	Marketing			
	Talent Acquisition			
STAGE 3: DECISION	Marketing			
	Talent Acquisition			

Campaign Planning



Once you've identified the overlapping elements of your brand and processes, complete this worksheet together to outline your next joint branding campaign.

1. What's the story? Summarize the message you're trying to tell.

2. Who are you trying to reach? _____

3. How do you want your audience to react to your message? _____

4. What content will you use? _____

5. Which platforms will you use? _____

6. How long will the campaign last? _____

7. What are the next steps (if any) for your audience members? _____



United We Tech.

Built In helps tech professionals stay on top of trends and news, expand their networks and carve out futures at companies they believe in.



Let's work together:

Select a market below.

[Austin](#) // [Boston](#) // [Chicago](#) // [Colorado](#) // [Los Angeles](#)
[New York City](#) // [San Francisco](#) // [Seattle](#)