



How to Leverage an “Always-On” Brand.

How HR Leaders Can Utilize an “Always-On” Brand to Attract and Retain Top Tech Talent.

Whether companies are actively hiring hard-to-fill tech roles, building candidate pipelines for the future or looking to retain their existing teams, an ‘always-on’ brand strategy is a must-have, not a nice-to-have. Employers need to consistently build brand awareness as a tech employer of choice and engage hard-to-find talent so they can find specialized candidates when the time is right. Quality content also sparks excitement in current employees, so they are proud to stay.

Companies of all sizes across all industries are competing for a small pool of top technology talent, especially in hard-to-hire, specialized roles. In the first half of 2021, the number of technology jobs was [42% higher](#) than pre-pandemic levels. Employers who want to proactively compete for and win top talent must maintain a steady stream of high-quality content about their culture, mission and organization. In this guide, we’ll discuss the different types of owned and earned content that attract talented hires and how to easily create and disseminate that valuable content.

Introduction.

In the technology industry today, unemployment is at one of its [all-time lows of 1.8%](#), despite the record number of tech layoffs in the last year or so. The [number of tech jobs](#) is also expected to double over the next decade, which is twice the rate of job growth nationwide. Smaller to mid-sized businesses, especially those not in the technology sector, can find it challenging to find and retain specialized, top technology talent.

Today’s technology job market is not just about getting an unemployed applicant to apply for an open role. To maintain a competitive edge, employers need to be able to lure and poach top talent from other organizations. Top talent often receives multiple messages from recruiters several times a month; strong branding, great content and positive employee reviews all play a role in drawing candidates in. Leading HR services firm [Randstad](#) predicted that 2023 is on track for a 25–30% growth in demand for tech talent in non-tech sectors, such as manufacturing, retail and healthcare, as companies continue to adopt technology advancements and achieve higher levels of scalability.

Content is where organizations can stand out; content gives potential employees a sneak peek into your culture, organizational structure and mission, as well as a behind-the-scenes look at the day-to-day lives of current employees. Content is also best created from a variety of perspectives and departments in a company to showcase a diverse set of team members. For example, you can interview anyone from software engineers to accountants to customer success managers.

Recruiting has never overlapped more with marketing. And, as the old marketing adage says, you should spend 20% of your time creating content and 80% of your time disseminating it. For potential employees to act on this valuable content, you need to make sure it gets in front of the right people at the right time. Especially with reduced team sizes, tight budgets and fewer resources, small teams need to make the most out of their content creation process.

In this guide, we'll explain in more detail:





-  The types of content to focus on when building your employer brand.
-  The value of content in recruitment.
-  The difference between owned and earned media and why both are valuable.
-  Disseminating laser-focused content across the technology landscape — geographically, demographically and more.

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SECTION 1

The Value of Content in Recruitment.

A strong employer brand is no longer just a nice-to-have: 92% of employees would consider changing jobs if the new company had an excellent reputation. Plus, a strong brand can reduce hiring costs by up to 50%.

SECTION 1

The number of technology businesses is increasing by [7.5% year-over-year](#), making each year more competitive for talent than the last.

Part 1: What Is an Employer Brand?

So, what exactly is an employer brand? A strong employer brand goes far beyond online reviews. Potential employees make rapid-fire assumptions based on your website, blog posts, any awards you've won, your social media presence and much more. Employee branding content is any content that is published with the goal of improving and influencing a potential employee's perception of the company.

Top technology talent are repeatedly bombarded with ads and content for jobs before they're even interested in looking. This is similar to how you see tourism, airline and hotel ads months before you go to book your vacation. By continuously downloading and watching content from other organizations, many candidates have a short list of companies they would be interested in before they even start looking.

Employer Brand - What Is It?

Employee branding content is any content that is published with the goal of improving and influencing a potential employee's perception of the company.

SECTION 1

Part 2: Benefits of a Strong Employer Brand.

While building a strong employer brand can be time-consuming and sometimes costly, the benefits are multifold. It can mean faster hiring and recruiting, reduced costs and improved employee engagement and retention. A strong employer brand allows team members to take pride in where they work and play an active role in recruitment, which can ultimately improve morale. Especially for those outside of executive leadership, featuring team members in content creates a sense of ownership and makes their specific work journey feel valuable.

Also, when employees participate in creating a strong employer brand, they go the extra mile to disseminate content for you. A proud employee might share their interview on LinkedIn or email it to friends and family. Potential hires are often skeptical of content created solely by employers, especially if it comes from leadership. Employee-focused content is relatable and encourages people from different backgrounds, geographical regions and walks of life to apply for open roles, creating more diverse and inclusive teams.





SECTION 2

Different Types of Content for Different Purposes.

One of the best ways to build a strong employer brand is through content. However, content creation can be time-consuming and costly; without expert outside resources, keeping up with the steady stream of content required is almost impossible for an in-house HR or marketing team.

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Especially when you start creating different styles and formats and then testing for what resonates, content creation can quickly become multiple full-time jobs.

However, it's still very possible to build different types of content for different purposes without a huge team. When creating any content, it's critical to understand who you are writing for. You want to engage the right fit for your hard-to-hire roles, spanning different interests, geographic regions, levels of industry expertise, age and more.

Start by developing a deep knowledge of why your ideal employees might hesitate to switch roles or companies. Are they happy with their current work-life balance? Do they have a clear path for growth? From there, create content that clearly explains the unique benefits of working at your company and promote it through the channels your ideal employees are more active on.

Your goal is to showcase not only the excellent product you're building but also the culture that's building it. Check out the below questions to get you started:

- What's the biggest problem your company is solving?
- What technology are you using to do it and why?
- How do your teams collaborate?

SECTION 2

Part 1: Owned vs. Earned Media and Content.

Content dissemination can happen through two main channels: owned media and earned media. Owned media is the content you create and host across your website, blog and recruiting platforms. It might be an employee interview, a culture video or an article detailing a service day or team retreat. Different types of content engage potential applicants in different ways and provide unique voices through which to understand your company. For example, interview-style video content with marketing team members might resonate better than long-form blog posts. On the other hand, software engineers might enjoy detailed blog posts. Plus, you can test which styles of content perform best and double down on their creation.

For example, Duolingo is a company that highlights its culture and product consistently across owned platforms like social media. Through their owl mascot, “Duo,” Duolingo took TikTok by storm by showcasing their unique voice and office environment, earning them [7.4 million followers](#). Candidates probably flock to Duolingo thanks to their fun personality and work culture, and Duolingo’s hiring team uses TikToks to reach out to candidates, especially Gen Z and millennials.

On the other hand, earned media is content published on a platform that doesn’t belong to your brand. It’s shared with a wider audience and endorsed by another brand, which adds huge levels of trust, social proof and brand awareness. Earned media content might look like a news article, lists of top companies in your industry, or contributed content by one of your experts. Awards are another type of earned media; employees want to work for the best of the best, so participate in awards that will attract your ideal talent.

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Google is a great example of strong employer branding, garnering significant earned media thanks to its perks, work culture and behind-the-scenes looks at “Googlers.” Google is often ranked on every top “technology company to work for” list and consistently wins awards around company culture.





SECTION 3

Why NOW Is the Time to Build Your Brand?.

Powerful brands take months and years to build, which is why even if you're not hiring at the moment, now is the perfect time to invest in building your employer brand.

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Your content creation strategy should aim to build brand awareness before a candidate is even looking for a job. Trust is built over time and repeated interactions, meaning you need a steady drumbeat of content released continuously through owned and earned media channels.

Whether you're actively hiring for hard-to-fill tech roles, building candidate pipelines for the future, or trying to increase employee retention, an always-on brand is now a must-have. Creating awareness around your company as a top employer attracts specialized and hard-to-find candidates continually. Content Studio, Built In's new offering, helps resource-strapped hiring teams continuously create high-quality content that attracts and retains your ideal employees.

Earned media can take time to gather, and award processes can span multiple months. To start, you can begin creating content quickly for your owned channels through interview-style blog posts, Q&As, day-in-the-life videos and more. Starting now creates a solid foundation for months down the line when you might be actively hiring.

Once a top candidate is actively on the market, they are only available for an average of [10 days](#). A proactive content strategy and "always on" brand keep your organization top of mind when candidates actively start looking. If you wait until you're hiring to create this content, you'll miss up to 70% of the applicant search. By creating content now, you'll have a strong brand that pulls in top talent by the time you're ready to hire your next top employee.

To learn more about maintaining an always-on brand, check out more resources from [Built In](#).



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