

Tips on measuring

Employer brand initiatives require budget. Business leaders like to know The ROI before they release the funds. They often require measurement as proof. It's hard to measure the influence of brand, but we know that it does play an important role. So we track what we can and make a solid case for what we cannot track. This is how you build your business case.

The following slides provide a starting point and are by no means exhaustive on this topic.



Primary aims for business cases

What gets the attention of those who determine the budget?

- Revenue impact
- Productivity impact
- Customer satisfaction
- Operating margins



What to measure?

- Be clear on what problem you are trying to solve and measure progress on it
- Understand what would success look like so you can reflect on your progress
- Only measure what can be measured – not everything can be
- Be aware of progress in areas where the employer brand has influence, such as customer satisfaction



How do I measure?

- Perception and awareness surveys
- Record anecdotal evidence
- Recruitment surveys (new recruits)
- Track those aspects of the employee engagement survey that are influenced by the employer brand
- Track responses and measure them against effort/cost
- Measure in terms of dollars, effort (time), productivity, quality, quantity
- Use broad industry or HR/Communications practice survey results in the interim
- Work with your colleagues in Marketing, Finance to help put numbers to your goals, if needs be

What to measure

- Track # responses to job ads or awareness communications
- Track # unsolicited responses to your career page
- Track # referrals from employees
- Track # online stats of activity on your career section of your site
- Track strategy/campaign effort and results
- Cost of effort vs results
- Compare the cost of hiring to what it would have cost if the new person were an existing employee

Build the implications

If you don't have the measurements build the implications and impact on revenue, productivity, customer satisfaction, operating margins



Comment on the influence of the brand

- Not all aspects of the value of a brand can be measured
- Know where the brand has influence (e.g. customer satisfaction) and make reference to those areas in your business case for budget or measurement reporting

Outsidein can help

- Need help building your business case?
- Need a sounding board?

Contact Outsidein Communications: we'd be delighted to help you.



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