

How Branding Helps You Hire Better and Retain More

By [Shadi Ghani](#)

Bob Nunn is a Brand Mechanic. He is an internet marketing consultant who fixes brands that are out of tune with the marketplace in order to get them "fame, found and fans". Bob has been repeatedly recognized with over 40 marketing awards including 4 Media Innovation Awards in the last five years, Gold for New Media by the Canadian Marketing Association and a Cannes Lion for New Media. Bob takes a common sense approach to what works and use strategic acumen, business insight and creativity to build enduring brand propositions that increase conversion at each stage of consumer engagement.

IQ PARTNERS sat down with Bob to discuss his views on how branding can help your company hire better and retain more.

IQP: How does branding your company motivate your employees and promote retention?

BN: Employees need to be excited and engaged in order to assure they will have confidence and faith in your company. Trust in corporations is at an all time low. In fact, I just saw a statistic that only 21% of employees are actively engaged in their company.

The basic process of branding should be used on your employees. Branding is the process of listening to your target market to see their needs and wants and tailoring your messages to meet their needs. Your marketing jargon should be compelling in order to communicate your message on an emotional level, a level that attracts them to your company. For example, a Future Shop employee could say that they sell electronics or they could say (with the help of branding) that they help customers find out what the future has in store. The process of branding allows for your employees to believe in their jobs and in your company.

IQP: How and why does Search Engine Optimization (SEO) help in finding professionals to hire for your company?

BN: SEO means optimizing search engines to help your company get found. People use the Google search box to find everything. Future employees will be searching for the best company in their field to work for. Whether these people are searching for you on a job site, job board or on Google people are looking for the best company in their area of practice. Your company needs to be found. By doing so it forces you to be meaningful with your messaging and using the correct key words for you business.

IQP: What do you see in the future in terms of digital marketing and branding strategies as it relates to hiring and retention?

BN: There is a shortage of qualified candidates right now. Demographically there will

be 10% less 35-44 year old employees. Companies will have to fight harder to keep these employees. This will force marketing and employer branding to get more innovative. In today's online world you need to be specific with your message. In the past messages could be more general as they were mostly seen in newspaper or magazine ads. Now people are communicating in real time among many types of media. Online marketing has to be more creative and more attractive. Marketing channels have exploded with many online job sites, social media and video. There are now all sorts of ways people are reaching out and viewing your company. Your message needs to be shaped in a compelling and engaging way throughout each channel with the same tone.

IQP: How does the growth of online help you to hire better?

BN: The ever-growing online world allows for the ability to listen to what people are saying about your company. Web analytic tools let you listen in on conversations people are having about your company. Through listening to these conversations you will understand what it is that makes your company great. This will allow you to construct a more concrete message to share with potential employees.

IQP: What is the overriding point we should keep in mind when thinking about branding for employee retention?

BN: Figure how to articulate what it is that you do in a broader context. Craft your message in a way that appeals to employees and customers on an emotional level so that they become engaged with your company.

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