

A faint, light gray world map is visible in the background, centered on the Atlantic Ocean. The map shows the outlines of continents and major landmasses.

# BUILDING A POWERFUL EMPLOYER BRAND

Recommended strategy for JLL

# AGENDA

- Business need for a stronger employer branding
- What are others doing?
- What millennials want
- Recommendations

# ATTRACTING THE RIGHT TALENT

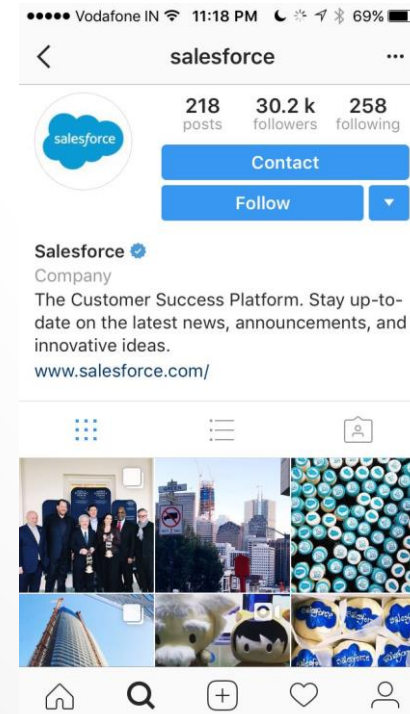
- According to a whitepaper by LinkedIn, Employer Brand is more important for attracting younger talent. Potential candidates below the age of 40 are **61% more likely** to **consider a role** in a company based on the **employer brand**.
- Significant savings can be expected from having a strong employer brand. LinkedIn research claims that companies with strong employer branding enjoy **2 times lower cost per hire** as compared to companies with weak employer branding.

# EMPLOYER BRANDING – WHAT ARE OTHERS DOING?

## USING SOCIAL MEDIA EFFECTIVELY

- Salesforce is a software development company
- Their corporate Instagram account has 30 k followers with just 218 posts!
- They focus on what each day is like at Salesforce
- They link this to their career pages for prospective employees

## SALESFORCE'S INSTAGRAM ACCOUNT

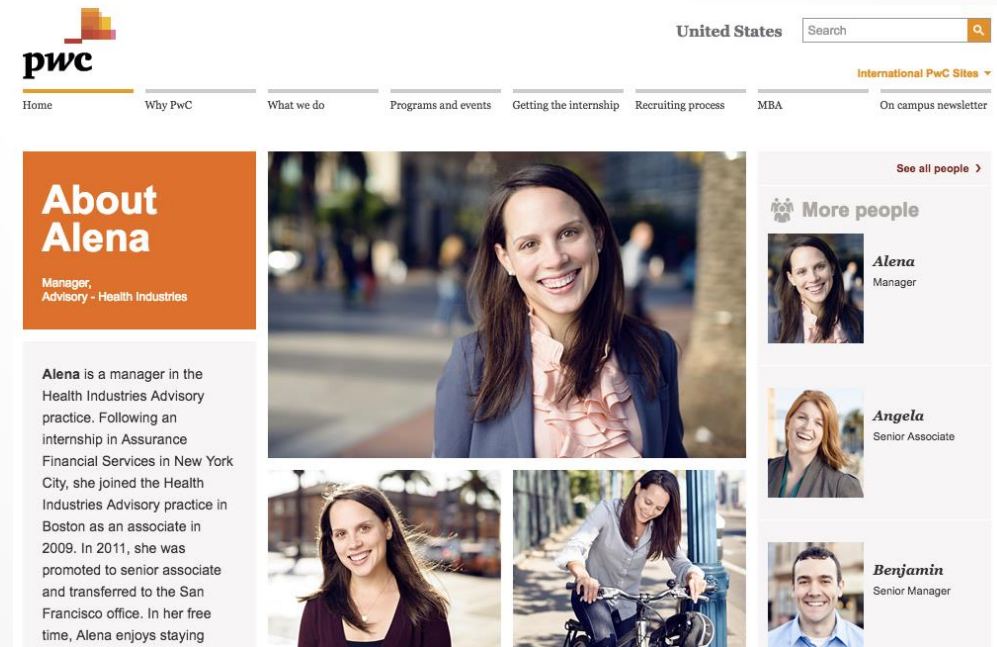


# EMPLOYER BRANDING – WHAT ARE OTHERS DOING?

## GIVING MILLENNIALS WHAT THEY WANT

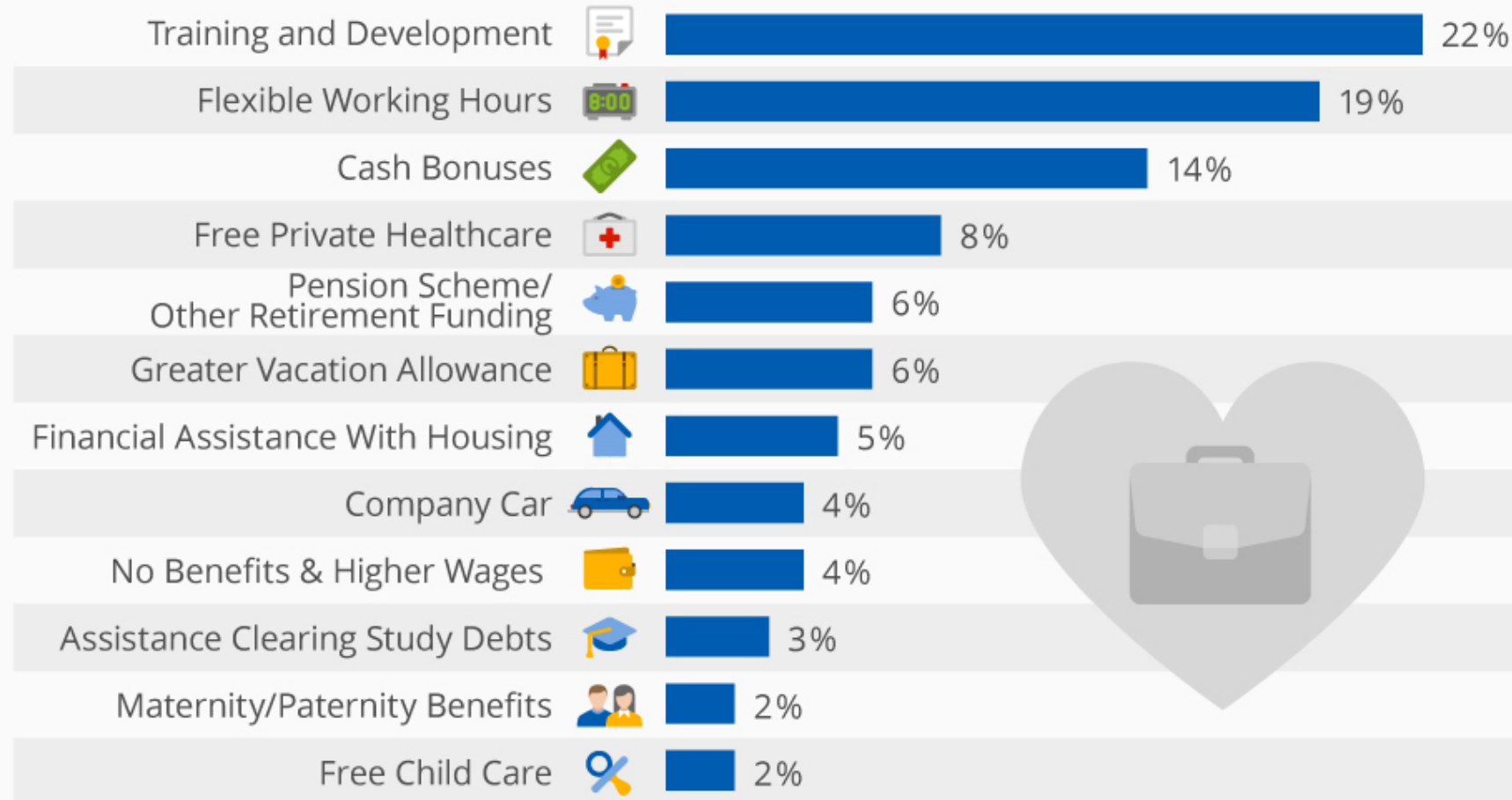
- According to research\*, Millennials outrank Training & Development over financial remuneration.
- PWC has therefore, formulated an employee centric approach using its own employees as brand ambassadors and has created content on their website in the form of reviews, videos and case studies.

## PWC'S COMPANY WEBSITE



# Which Working Benefits Do Millennials Value Most?

% of global millennials ranking each of the following benefits first



n= 4,364 graduates across 75 countries

Source: KPCB

Forbes statista

# RECOMMENDED APPROACH

- **Employees as brand ambassadors** (highlight stories where JLL has helped employees invest in real estate services, or helped someone realize their entrepreneurial venture and is now a client).
- Enable employees to post pictures of **#life@JLL** on Instagram and link it to the Careers page on the company website
- Highlight **flexibility in the work environment and other benefits such as training**, by using employee testimonials.
- Let people be the **voice of the brand** on platforms like Facebook, LinkedIn, Twitter and Instagram by encouraging them to use hashtags and tagging JLL India on all platforms.



# THANK YOU!

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