

Employer Branding Service Offer

Staffing & Recruitment

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds an employer-branding service offering for clients — EVP, careers content, channels and measurement — as a value-add or standalone line. Use it to help clients attract talent and differentiate your agency. For your own marketing use the Staffing Marketing Plan.

Purpose of this tool & output

Offer employer branding to your clients

How the output is used

Use it to offer employer branding to your clients — an employer branding service offer that adds a high-value line.

Important cautions

Employer branding must be authentic — overselling a poor workplace increases early attrition and backfires. Handle employer-review platforms honestly (no fake reviews). Sell it as a genuine talent-attraction service, measured by hiring outcomes.

Companion documents

- Staffing Marketing Plan
- Agency Digital Presence
- LinkedIn Strategy
- Job Portal & Channel Strategy
- Content Marketing Plan
- Referral Program Design

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.