



# IT'S ABOUT TEAM MEMBERS

## Internal/Employee Branding Matters

According to a Gallup Study, 70% of employees express no connection to their company brand.



84% of people trust recommendations from friends, family, and colleagues over other forms of marketing. (Nielsen)

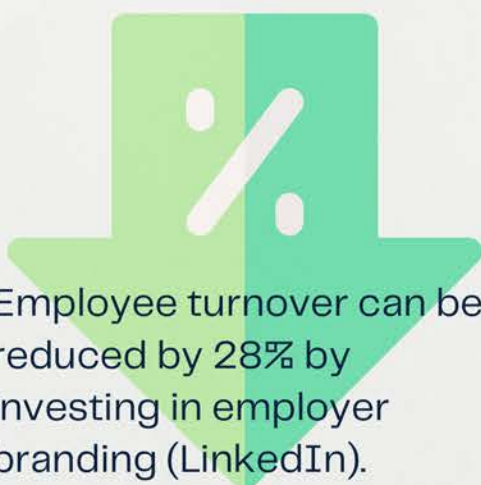


50% of candidates say they wouldn't work for a company with a bad reputation—even for a pay increase (Randstad).



55% of job seekers abandon applications after reading negative reviews online (CareerArc).

80% of talent acquisition managers believe employer branding has a significant impact on the ability to hire top talent (LinkedIn).



Employee turnover can be reduced by 28% by investing in employer branding (LinkedIn).

76% of candidates are explicitly looking for what makes a company an attractive place to work (CISM)

