



# The Value of Employer Branding

Interactive ROI Calculator

Brands Drive Strategic Growth

A PARIVEDA COMPANY

sustena®

# The Impact of Investment

Talent is the bedrock of any business – an organization needs to find and keep the right people in place to achieve its goals and objectives. This is a multi-faceted endeavor that starts from the inside out and is often rooted in employer branding. Studies have shown that a strong employer brand not only creates meaningful impact on your ability to **attract and retain talent** but can **add to your overall revenue** as well.

So, you might find yourself asking what an investment in employer branding could mean for your business. Following are statistics on the power of employer branding and an interactive ROI calculator to help you assess the potential value for your organization.



# Employer Branding impact on talent acquisition and retention

According to LinkedIn's "*Ultimate List of Employer Brand Statistics*" a strong employer brand can have profound impact.

**50%**

cost-per-hire reduction

**1-2x**

faster time to hire

**50%**

more qualified applicants

**75%**

of job seekers consider an employer's brand before even applying for a job

**28%**

reduction in the organization's turnover

**72%**

of recruiting leaders worldwide agreed that employer brand has a significant impact on hiring



# Employer Branding can help reduce costly risk and increase bottom line revenue.

A strong employer brand can increase employee engagement and reduce turnover.

Recent studies state **40%** of employees are considering leaving their jobs.<sup>1</sup>

U.S. businesses are losing **\$1 trillion** every year due to voluntary turnover.<sup>2</sup>

And for those employees that don't leave, low employee engagement costs companies

**\$450-500 billion** each year.<sup>3</sup>

Whereas companies with highly engaged workforce are

**21% more profitable.**<sup>4</sup>



1. McKinsey Report quoted in <https://www.cnn.com/2022/07/20/40percent-of-workers-are-considering-quitting-their-jobs-soon.html>  
2. <https://www.gallup.com/workplace/247391/fixable-problem-costs-businesses-trillion.aspx>  
3. <https://www.conference-board.org/topics/dna-of-engagement>  
4. <https://www.gallup.com/workplace/236927/employee-engagement-drives-growth.aspx>

# Employer Brand ROI Calculator

Download and open this PDF in [Adobe Acrobat](#) to enable calculations, then enter your information into the first column to calculate the potential impact an investment in employer branding could have on your business.

Your Company's Current Information		With a Strong Employer Brand
Full-Time Employees		
Average Acquisition Cost Per Hire	1	2
Time to Hire (Weeks)		3
Annual Employee Turnover Percent		4
Annual Employee Acquisition Percent		
Annual Revenue		
Estimated Net Profit	5	6

With a strong employer brand, here is your **potential financial impact each year** based on the statistics listed on pages 3 & 4.

## Overall Recruitment Savings<sup>7</sup>

## Increased Profitability<sup>8</sup>

## Total Financial Impact

1. According to new benchmarking data from the [Society for Human Resource Management \(SHRM\)](#), the average cost per hire was nearly \$4,700. However, you can enter your own figure in the calculator if you know it.
2. According to LinkedIn's "[Ultimate List of Employer Brand Statistics](#)", a strong employer brand can reduce cost per hire by 50%.
3. According to LinkedIn's "[Ultimate List of Employer Brand Statistics](#)", a strong employer brand supports a 1-2x faster time to hire.
4. According to LinkedIn's "[Ultimate List of Employer Brand Statistics](#)", a strong employer brand supports a 28% reduction in the organization's turnover.
5. Auto-filled at 10% profit margin – but you can update with your company's actual figure if known.
6. According to [Gallup research](#), Companies with highly engaged workforce are 21% more profitable.
7. 
$$(((\text{Number of Employees} \times \text{Hiring Goals}) \times \text{Old Cost of Hire})) + (((\text{Number of Employees} \times \text{Old Turnover Rate}) \times \text{Old Cost of Hire})) - (((\text{Number of Employees} \times \text{Hiring Goals}) \times \text{New Cost of Hire})) + (((\text{Number of Employees} \times \text{New Turnover Rate}) \times \text{New Cost of Hire}))$$
8. The projected increase in net profit with a strong employer brand.

# Where to begin?

Employer Branding begins with understanding the needs and perspectives of your employees.

Our Accuiti Employer Brand Diagnostic measures employer brand perception across 8 key areas of primary importance to your workforce. It provides insight into the alignment and misalignment between various employee segments in intuitive, visual displays for comparison and analysis. It's easy to implement and an effective way to focus your employer brand efforts where they matter most.

[Visit our website](#) to learn more.

Or [schedule an appointment](#) with one of our employer brand consultants.

