



The Ultimate List of  
Employer Brand Statistics

For Hiring Managers, HR Professionals, and Recruiters

**Small to Mid-sized Business Edition**

A dark wooden desk with various items: a Zenit-E camera in the top right, a pair of glasses in the bottom right, and a smartphone in the bottom right corner. A laptop is partially visible on the left side.

# Introduction

In today's competitive market for top talent, building a reputation as a credible employer and great place to work is a key factor for small to mid-sized businesses. A strong brand impacts whether qualified candidates will decide to join your team - or accept a competitor's offer instead.

As a growing small to mid-sized business, attracting and hiring the best talent is critical in scaling your company and ensuring its future success. The impact of an employer brand is real: a strong talent brand directly influences the company's overall success that comes with building an all-star team.

As your small to mid-sized business continues to grow its workforce and build a strong employer brand, use these statistics to inform your strategy.

# SMB Employer Brand Landscape

Small to mid-sized businesses (SMBs) face unique recruiting and hiring challenges than do larger enterprises. Hiring managers and talent professionals working in SMBs say that "Lack of awareness or interest in their employer brand" is one of their top 5 challenges they expect to face in 2016.

[Global Recruiting Trends for SMB, 2016](#)



**72%**  
of recruiting leaders worldwide agreed that employer brand has a significant impact on hiring.



The top three channels SMBs plan to extend their  
**employer brand**  
are company website (69%), online professional networks (61%), social media (47%).



**39%**  
of respondents say employer brand will be a long-last trend to focus on in the future.



**55%**  
of recruiting leaders worldwide have a proactive employer brand strategy.



**59%**  
of recruiting leaders worldwide are investing more in employer brand.

# Bottom Line Impact

There's ample evidence that a great employer brand makes it easier to recruit and it also impacts the business' bottom line in more than one way. For most companies, those numbers can equate to millions of dollars in savings and reduced time to recruit.

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[LinkedIn Study, 2011](#)



**28% reduction**  
in the organization's turnover.



**50%**  
cost-per-hire reduction.



**50% more**  
qualified applicants.



**1-2x faster**  
time to hire.

# Impact on Candidate Attraction

The impact of having or not having an employer brand on a candidate's decision to engage with your business can be quite significant.

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[Why & How People Change Jobs, 2015](#)  
[CareerArc](#)



## The #1 obstacle

candidates experience when searching for a job is not knowing what it's like to work at an organization.



Candidates trust the company's employees

## 3x more

than the company to provide credible information on what it's like to work there.



## 75%

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



## 52%

of candidates first seek out 1) the company's sites and 2) social media to learn more about an employer.

# Common ROI Metrics to Measure Employer Brand

Employer branding performance can be measured in different ways but according to Employer Brand International's (EBI) 2012/2013 Global Research Study, the most commonly used branding ROI includes:



Retention Rate:

**38%**

of employers ranked as top metric.



Quality of Hire:

**29%**

of employers ranked as 2nd most commonly used metric.



Cost of Hire:

**27%**

of employers ranked as 3rd most commonly used metric.



# of Applicants:

**26%**

of employers ranked as 4th most commonly used metric.

# The Power of LinkedIn on Your Employer Brand

Use LinkedIn and LinkedIn Talent Solutions to build a strong employer brand and attract candidates to your company. Here are 5 things to keep in mind:

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[Global Talent Trends, 2015](#)

[LinkedIn Blog](#)

[Why & How People Change Jobs, 2015](#)



## 68%

of talent acquisition leaders agree that social professional networks is one of the most effective tools for spreading awareness about employer brand.



New employees sourced through LinkedIn are

## 40% less likely

to leave the company within the first 6 months.



Companies with a strong talent brand get a

## 31% higher

InMail acceptance rate.



Companies on LinkedIn with a strong Talent Brand Index (TBI) grew

## 20% faster

than their counterparts with a weaker talent brand.



## Over 75%

of people who recently changed jobs used LinkedIn to inform their career decision.

# Need an all-in-one recruiting tool?

Explore LinkedIn Talent Solutions. It offers a full suite of recruiting tools to help you find, attract, and hire top candidates on LinkedIn.

Contact our friendly specialist to help match the right tool to your hiring needs.

1-855-655-5653

[bit.ly/contacttalentsolutions](https://bit.ly/contacttalentsolutions)

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