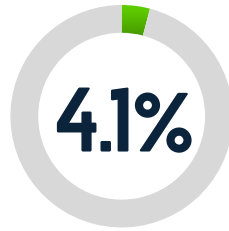


MARKETING YOUR EMPLOYER BRAND

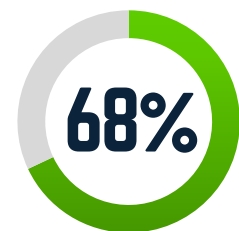
Employers are facing more competition than ever for the best talent ... or any talent at all.



Employers actively hiring who reported **few or no qualified applicants** for their position



Unemployment rate as of March 2018, the lowest in 17 years

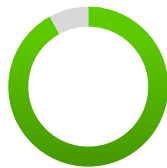


HR professionals reporting **challenging recruiting** conditions



However, you can turn the talent crunch into a **competitive weapon**.

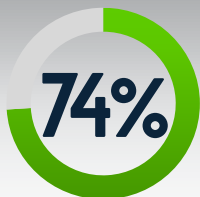
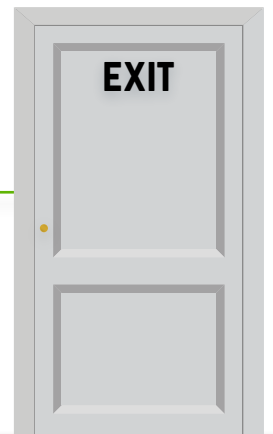
REPUTATION MAKES THE DIFFERENCE



92% Employees surveyed who would **leave their company** for one with an excellent employer reputation



ARE EMPLOYEES LEAVING FOR YOU ... OR FROM YOU?



Applicants are **more likely to apply** if a company actively manages its employer brand



Increase in **quality hires** for those who actively invest their employer brand

Be known as the company that everyone wants to work for.
To get started, email cmyers@chargegf.com.

