



Drive value for Employer Brand through **Data Storytelling**

Whitney Wilber

Global Head of Employer Brand
BNY Mellon

Data holds
potential for
power...



Data storytelling
allows it to be
POWERFUL.



Take inventory
of your employer
brand data
sources.

Define the
measurables.





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Find your
(data) people.
Make friends.

- Social Media team
- Digital Marketing team
- TA Tech & Analytics team
- Sourcing team
- HR/People Analytics team


Find hidden opportunities to
streamline and harmonize data.

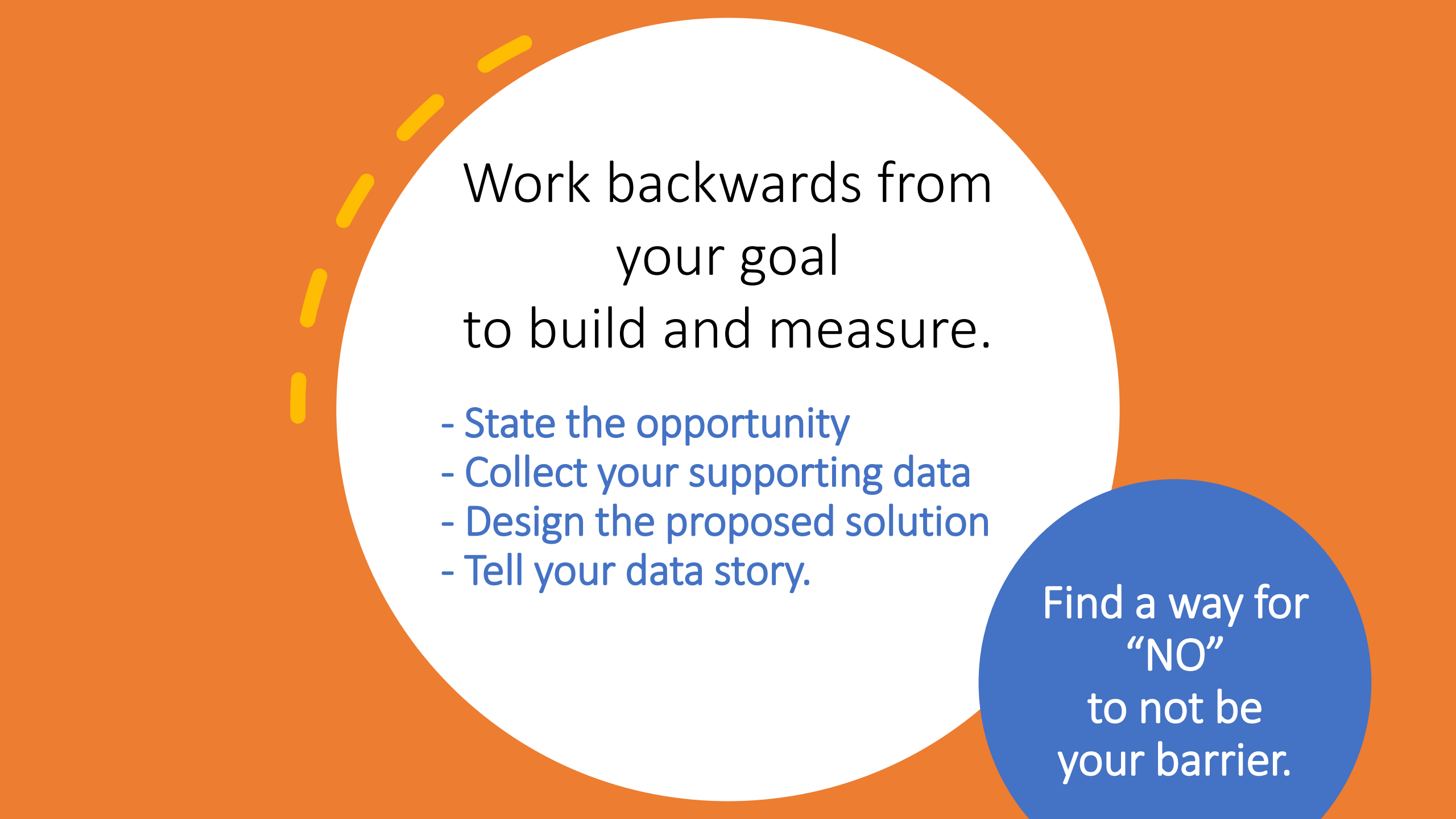
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Plan to right fit
your tactics with
the data that's
available.

**Set yourself up for
success.**

- 
- Define the metrics that matter (KPIs)
 - Identify barriers to reporting ROI metrics
 - Lean on your people for advice on the data pass throughs via cross-platform tracking
 - Define your strategic approach by working backwards from your target goals



Work backwards from
your goal
to build and measure.

- State the opportunity
- Collect your supporting data
- Design the proposed solution
- Tell your data story.

Find a way for
“NO”
to not be
your barrier.

Case Study #1:

How can we increase employer brand exposure across our people's well-connected networks to influence consideration of our job opportunities and brand?

Let's pilot an Employee Advocacy Program

Use existing industry data to propose your solution.

Pilot a proof of concept with a focus on employer brand and TA benefits but with potential as an enterprise solution.

- **33%** of companies see decreased time-to-hire and **49%** increase in quality of candidates
- **561% increase in social reach** when shared by employees vs. brand channels
- **8x more engagement** than content shared by brand channels
- **76% people trust individuals** more than brand messages
- **3.5x more likely to engage** sponsored content if previously exposed to organic content

Results:

Quarterly comparison of Employee Advocacy vs. Paid Media

100%

Engaged employees across the
program channel; Gamification

19%

Engagement Rate; 533% increase
compared to benchmark

3.55 M

Reach; 2.89% increase over paid reach
from same quarter

\$16,480

Estimated earned media value;
80% of quarterly ad spend

Case Study #2:

How can we build a business case for paid media budget to promote our employer brand and generate leads within the India talent market?

Let's pilot an
**Organic Social Media
Campaign**

Create a business case for budget by establishing a social proof.

- **Define what “good” looks like** based on corporate channel performance
- **Track performance** of social channels, social graphics, CTAs and messaging performance within the market – gather insights
- **Test, measure and establish KPI baselines** to build a case for paid targeting
- **Test channels** based on engagement and performance
- **Track ROI** through source coded job postings within the campaign posts

Results:

Organic LinkedIn Social Campaign, India market specific

- **LinkedIn best channel** with 96% of leads
- **Campaign posts outperformed** average engagement rates by over 50%
- **Organic “network effect”** led to increased performance
- **Lack of hypertargeting** resulted 0% right-fit leads for roles advertised
- **Increased time investment**; low costs yet not a quick win method
- **Paid budget will allow for speed and increased performance**; based on leads from hypertargeting

#2 source of leads during
campaign timeframe

Quality of Lead: 63%

Progression
Interview: 36%

Technical
Interview: 26%

Hires: 2

Case Study #3:

How can our employer brand convert paid media campaigns into ROI for diverse, early career talent?

Let's pilot a

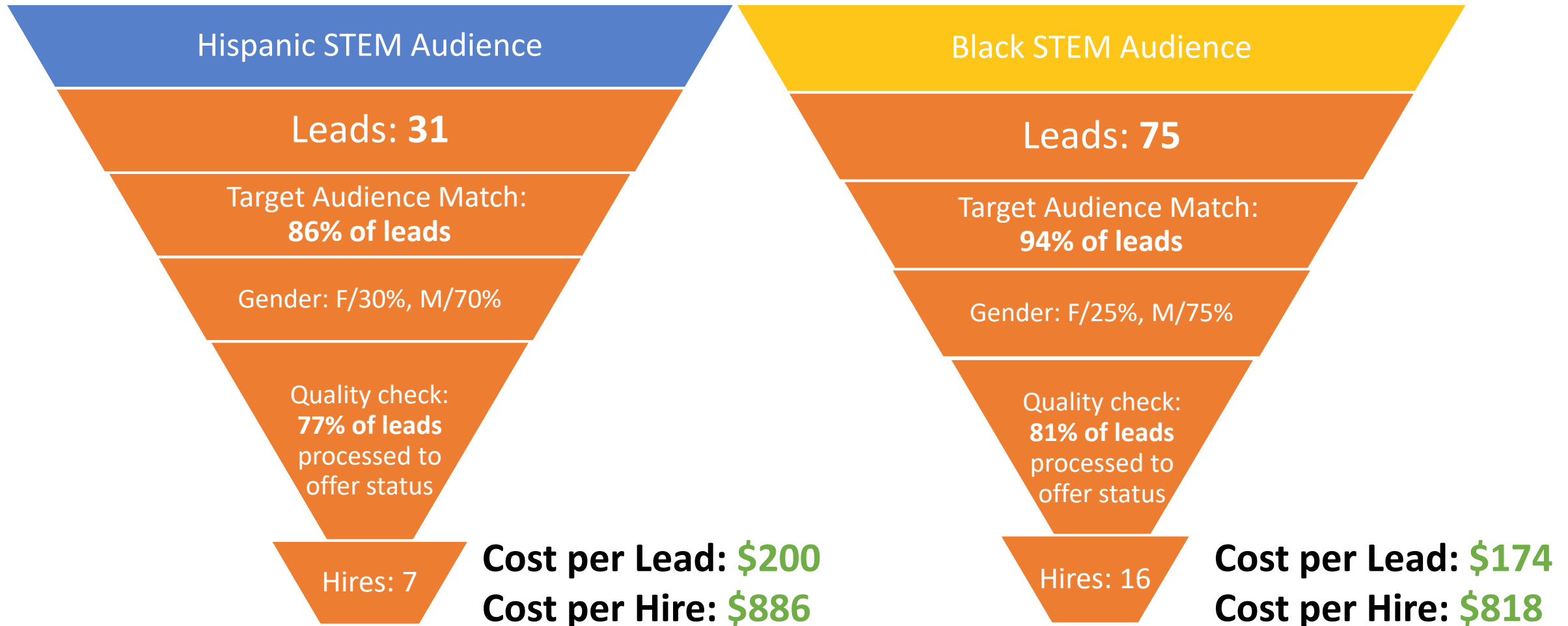
**Paid media campaign
with source code
tracking**

Showcase the value of employer branding backed by a paid media budget with ROI results.

- **Average CPH benchmark can be \$2000-\$5000**; higher depending on role, location, industry and specialization
- **Early career talent can be 20% of salary**; Mid-level talent can range from \$60k to 1.5x employee salary
- This case study focus is on **highly diverse, early career talent**
- **Budget of \$15k** is being applied to a 6-week campaign focused on Social, SEM, and Display ads
- Ads drive talent to “learn more” via **experiential landing page with CTA to apply**; pre-, during and post- event timeline
- **Audience**: highly diverse STEM talent

Results:

Employer Brand event campaigns were responsible for sourcing 50% and 60% of hires from diversity conference events

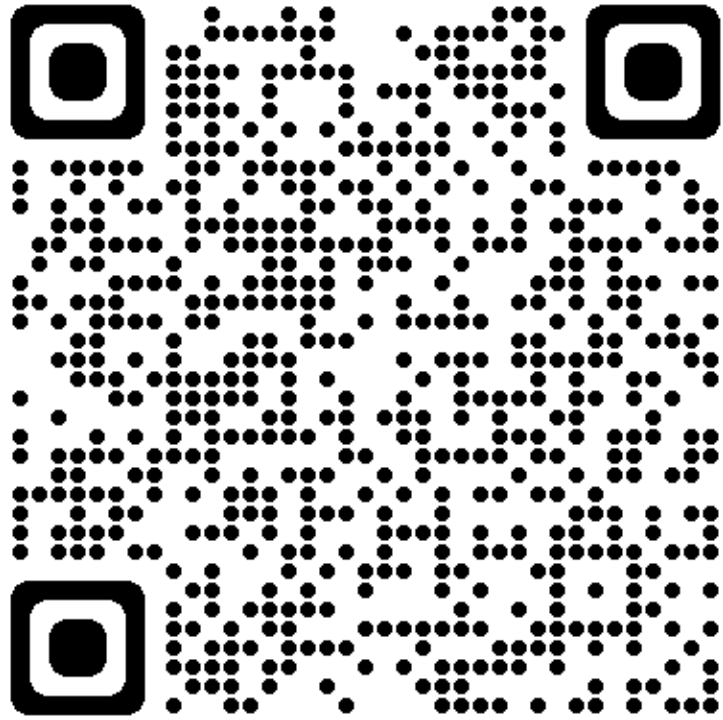


Data is a Journey.

Meet it where you are.

- Take inventory of your data sources.
- Find your (data) people.
- Right fit your tactics & strategies based on the data that's available.
- Work backwards from your goal to build and measure.
- When in doubt: Pilot!
- Form a data story to showcase your Employer Brand impact.





Connect with me
on LinkedIn

I welcome the
opportunity to connect,
sharing experiences and
chat about new ideas.