

**ENGAGE.  
IMPACT.  
RECRUIT.**

**Empowering Organizations  
to Build & Amplify their  
Employer Brand**

## ABOUT COBUZZ

The perfect employer branding content can attract skilled candidates, engage employees, and influence perception of what it's like to work at your organization. With purpose & efforts, you let people know what matters at your company — goals, values, mission, culture, and the employees.

**At CoBuzz**, we believe in the power of ideas & the potential of change. We combine these two powerful mediums by collaborating with people, opening up possibilities, and creating proper momentum resulting in your enhanced brand reputation as a great employer.

And that's what we do — we collaborate, innovate, accelerate, and celebrate! How? By creating inspirational stories that help your brand express itself to its fullest potential.

**We aren't another advertising agency doing employer branding, we are a core employer branding agency.**



# WHY EMPLOYER BRANDING?



Over 80% of leaders acknowledge that employer branding has a significant impact on their ability to hire talent

**80% Ability to Hire**



Companies with positive brands get twice as many applications as companies with negative brands, and they spend less money on employees

**2X No. of Applicants**



40% increase in engagement within 12 months of employer branding

**40% Increase in Engagement**



28% lower staff turnover at companies with a strong employer branding

**28% Lower Staff Turnover**



10% lower payroll costs for companies with good employer branding

**10% Lower Payroll Cost**



82% of candidates research companies on social media before applying

**82% Candidate Research**



88% of millennials agree that being part of the right company culture really matters to them

**88% Company Culture**



56% of employees prioritized Work Culture over Salary

**56% Work Culture**

# WHAT WE DO



## **EVP & Employer Branding - Build Up**

- Employer Brand Audit
- Employee Value Proposition (EVP) Design
- Employer Brand Strategy & Execution
- Employer Brand Conceptualisation & Communication Positioning
- CXO Profile Management



## **EB Execution : Recruitment**

- Campus Branding
- Recruitment Marketing
- Recruitment Performance Marketing (Google Ads, Social Media Ads)
- Employee Pre-onboarding Experience
- Employee Onboarding
- Recruitment Brochures & Collaterals



## **EB Execution : Corporate**

- Company Vision, Purpose & Culture
- Leadership Branding
- Diversity & Inclusion
- CSR & Sustainability Branding
- Thought Leadership
- Org Culture Videos & Corporate Films



## **Online EB Reputation Management**

- Glassdoor Management
- Employer Brand ORM (Online Reputation Management)
- Competitor Analysis (Business & Recruitment)
- Employer Brand Turnaround & Trauma Intervention



## **EB Execution :Employee Perception**

- Employee Stories
- Employee Spotlights
- Employee Testimonials
- Employee Recognition
- Employee Engagement Programs
- Employee Experience Surveys



### **EB Internal Communication**

- Employer Brand Social Media Strategy (LinkedIn, Instagram, Twitter, YouTube, Facebook)
- Social Profile Build-up (Company + Individuals)
- Career Microsite Design
- Internal Communication
- Content Marketing (Articles/Blogs)
- Technical Content Development (Subject Matter Experts)
- Video Storyboarding, Scripting & Film Production
- Collateral Design (Cards, Certificates, Onboarding & Merchandise etc.)
- Culture/Employee Handbook/Flipbook Design
- Employer Brand Newsletter Development
- Space Branding

“  
**WE MAKE YOUR  
BRANDING  
MORE IMPACTFUL**”



# 10 PARTS THAT MAKE UP YOUR EMPLOYER BRANDING

Career  
Page

Job  
Listings

Culture &  
Corporate  
Values

Website  
& Blogs

Candidate  
Communi-  
cation

Employee  
Testimonials/  
Advocacy  
& Stories

Social  
Media  
Activities

Company  
Reviews

Brand  
Perception

Awards &  
Accolades

THINGS YOU CAN  
CONTROL

THINGS YOU  
DIRECTLY INFLUENCE

THINGS YOU  
INDIRECTLY INFLUENCE

# EMPLOYER BRANDS WE HAVE PARTNERED WITH



L'ORÉAL  
INDIA



Medtronic



LUMINOUS

HAFELE

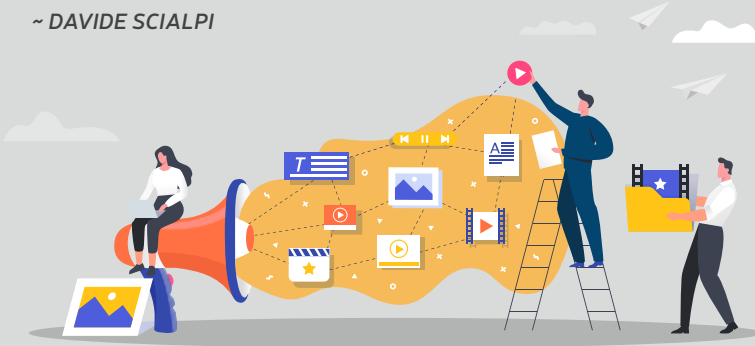


**YOUR PEOPLE  
ARE THE MOST EFFECTIVE  
MARKETING CHANNEL  
FOR YOUR BRAND.**

~ DAVIDE SCIALPI



AND, **COBUZZ** HELPS YOU  
IN KEEPING YOUR PEOPLE HAPPY  
& ELEVATING YOUR  
**EMPLOYER BRAND.**



Scan & Download  
the Brochure



A Brand of



(+91) 989 000 8800



connect@cobuzz.in



www.cobuzz.co.in