



The State of Employer Branding



**TRANSFORM EMPLOYER BRANDING
FOR HYBRID & REMOTE WORKING
EMPLOYEES, KNOW-HOW?**

After Covid 19, working pattern has changed drastically. Organizations now grant employees to work from home or provide hybrid working facility.

Let's Understand What Is Employer Branding?

Promoting a company to a desired target audience is known as Employer Branding. It mainly involves giving an overview of company's culture to attract future hires as well as provides benefits to current employees thus creating a positive image of the organization.



5 Tips For Better Employer Branding For Your Hybrid & Remote Working Employees

1. Transparent Communication

Maintaining a transparent communication with employees is a sign of good organization. It enables the employees to be aware of their rights as well as opportunities to grow within the organization. They also get clear understanding about company's vision & goals.



2. Virtual Games & Activities

Inspite of working remotely, company can make their employee feel that they are very much part of the company by having games and various other activities, which enables them to bond with their colleagues and which in turn enhances the company's work culture

3. Regular Feedback & Updates

Regular feedback from remote and hybrid employees helps companies to get a clear picture. It helps companies to upskill their facilities for employees which makes them feel valued.



4. Flexible Working Hours

Flexible working hours help new mom's and women with years of working gap to report to the organization without feeling burdened to be on time. They can carry out their personal as well as their professional duties without comprising on their work.

5. Work-Life Balance

Maintaining proper work life balance is very crucial to lead a happy life. Many employees are expected to work beyond their shift timings which disturbs the work life balance.

Companies must assign manageable tasks and realistic targets so that employees feel encouraged to work.



In nutshell Employer branding agency is a mandatory facility that an employer must provide to its employee and it is very crucial part for organization's growth.





www.theimpulsedigital.com



facebook.com/theimpulsedigital



[@impulsedigi](https://twitter.com/impulsedigi)



www.instagram.com/impulse_digital



www.linkedin.com/company/impulse-digital-marketing-mumbai



www.theimpulsedigital.com/blog/

Contact Us: 91-9769285224

Email: collabs@theimpulsedigital.com

Thank you!

