



How to Sell Your Company Like You Sell to Customers

A Guide for Marketers to Collaborate with Recruiters

INTRODUCTION

Hi there,

As multifamily marketers, you're already well-versed in who your customers are and what they want and need. You have to know that stuff so you can best market your communities, right?

We're here to help you take that marketing skill set and apply it to another important area: your company's employer branding.

Why is this important? For starters, we're working in a time when candidates are empowered to know what they want and not settle for less (aka, the "Great Resignation").

This is all the more crucial in light of the fact that the biggest challenge facing our industry isn't getting applicants (in fact, most companies are seeing more applicants than ever) – it's hiring and retaining stellar staff.

Employer branding is an easy answer to this problem. In this guide, we'll give you concrete tips and examples for how marketing and recruiting can come together and take your employer branding to the next level by selling your company to candidates like you sell your communities to prospects.

Sarah Thompson
Recruiter, Knock®

Todd Allen
Founder & CEO, Connect

Marketing & Recruiting: The Perfect Match

First, let's define employer branding: An employer brand is the reputation of an organization as an employer. It describes the employer value proposition and is built from the perspectives of the organization, internal employees, and external individuals. It's also the process of defining and positioning who you are as an employer, and sometimes includes who you aspire to become.

Getting started on your employer branding is easier than you think, as marketing and recruiting are already performing similar functions to different audiences: Marketers are looking to attract prospects to your community, and recruiters are looking to attract top candidates to your organization.

Each role also has something different to bring to the table. With your specialization in marketing tactics, you bring your expertise of attracting residents to properties to the candidate experience. And recruiters' deep understanding of your company's values make them a wealth of information for how to market to prospective candidates.

“Hiring is marketing first.”

– Barbara Savona, Founder, Sprout Marketing

Where do I start?

Before we dive into how to sell your company, let's set a solid foundation through consistency in branding and messaging.

As a marketer, you know your company's brand voice and style. In the same way prospects and residents get a feel for your company through your marketing materials, candidates are looking through your social media and webpages to figure out if you'd be a good fit for them. And if your branding is inconsistent across those channels, it creates a disjointed experience.

Your first step is to create a clear channel between your teams. Get together with your recruiters and talk through your brand voice and company values to see where they align, ensuring everyone has a good understanding of both. For bonus points, you could even set up a recurring meeting between your teams.

Only when everyone is working from the same point of view can you start creating effective content and strategies.

Sell Your Company Like You Sell to Prospects

Now that everyone is on the same page in terms of brand voice and company values, let's dig in to the real work.

The last few years have taught people what their priorities are, and that's a powerful thing. Today, companies are applying to candidates rather than the other way around. Companies must step up to the plate and sell what the candidate will want, not just advertise what they need.

As a result, it's time to listen and cater to the candidates' needs in the same way we do for the customers we market to.

“[The] post and pray/casting wide nets approach will simply not resonate with someone who hears those bland messages from recruiters all the time.”

– James Ellis, Employer Brand News

Here are 3 things marketers can do to address this:

- Make the interview process as “self-serve” as possible. You do everything you can to streamline the leasing journey, don't you? Now it's time to apply that thinking to the interview process. Create or edit a careers page so it's easy to find job requirements, learn about your company, and click through to fill out an application. You don't want to deter candidates because of a clunky or old-looking system.
- Ensure your careers page language is direct and simple – avoid buzzwords and fluff as much as possible, candidates can see right through it. It'll also help your company stand out from the dozens of other companies promising the same vague benefits of working for them.
- Bridge gaps in the candidates' interview process through materials that are transparent and tell the company's story. Marketers can also provide insights into what types content people engage with and where recruiting can refocus job ad spend/allocation. This will help recruiters spend more time answering specific questions related to the job and less time on questions such as “what's the culture like?”

Here's a great example of a careers page from [PRG Real Estate](#). The page tells the company's story and clearly communicates its values:


Great people, doing even greater things, together.


WHY PRG? OUR PEOPLE WORK WITH US PRG PERKS


Why PRG

When it comes down to it, our Company is living proof of what talented and resourceful people can do when given the opportunity. Over 30 years ago, PRG founders Steven Berger and Jon Goodman bought a 44-unit apartment community in Philadelphia, Pennsylvania. From what started as an intimate one-property, three-person team, PRG has since grown to be an award-winning, 250+ organization spanning the Southeast and Midwest.

Our disciplined investment and management approach has sustained us through multiple economic cycles and the lessons we have learned remain forefront in our daily business decisions. These lessons truly are the keys to our success as an organization and lay the foundation of our corporate culture.

 Quality living is our passion.

 PRG's strength lies in our team members and residents doing great things together.

 Maintaining value and respect in all our relationships is our promise.

While Steve passed away in 2016, PRG's collective vision remains alive in all aspects of the company. Details matter, you should never expect what you do not inspect, and it is **always** the people that make the difference.

And one more, this time from [Bozzuto](#).

A Culture of Kindness

Bozzuto was founded in 1988 on a vision—to provide sanctuary. The drive to do the right thing while delivering authentic experiences is still at the heart of what guides our team today and is what will continue to lead us into the future.

At Bozzuto, we don't just build and manage beautiful communities. We cultivate meaningful relationships with a sincere commitment to understanding and fulfilling the needs of our customers and employees, empowering our teams to reach their goals and live their most authentic lives.

How to Put Your Employer Branding Into Action — and Help Your Company Stand Out

Now it's time to turn this knowledge into tangible projects. To get your creative juices flowing, we're sharing a few ideas to get you started.

Getting your existing stuff in order

We've already talked about the importance of aligning your company values with your branding, so now it's time to put that into action by ensuring your company voice and values are present and consistent across your hiring materials. (These will also help ensure your company sticks out from the pack!)

The most efficient way to do that is a content audit. There are endless articles on how to do a content audit, but it doesn't need to be any more complicated than a good ol' fashioned spreadsheet.

Simply create a spreadsheet listing out your employee/hiring-related materials (e.g., your careers page, "About Us" page, Indeed profile, job fair fliers, etc.). Then create columns so you can track where the content lives, which pieces need updating, and when they were last updated.

(We've done the heavy lifting for you: [Here's a template to get you started.](#))

Creating new stuff

Finally, it's time to create some new materials fueled by your collaboration! Here are some content ideas that have worked for Sarah in her role as a recruiter:

- Create external content that celebrates new hire classes (show candidates you care about employees!).
- Write an article highlighting the 10 takeaways new hires can expect in their first 100 days at the company, and link to it from your careers page.
- Ask current employees to share 10 reasons why they love working at your company, then turn that into a blog post.
- Create an email campaign targeting previous candidates that features your current open positions. You never know, they might still be interested in applying!

- Give regular shout-outs to people on different teams, both on social media and through posts on your company's blog.
- Celebrate employees' milestones on social media with branded graphics, so they'll share with their networks.
- Design display ads around your company's values, and run them on career websites like Indeed or Glassdoor.
- Create social media posts that highlight your company's different values, and ask existing employees to share on their channels. Here's an example from Knock:



What if leadership is resistant to change?

Culture change takes time. Here are a few things you can do to help the process along:

- Share case studies of property website engagement, conversions, and ROI to illustrate the potential positive impact to stakeholders.
- Suggest free/low-cost/low time-investment ideas if leadership is budget-conscious.
- Develop a cost-of-vacancy (empty job creates "X" loss) & impact to bottom line, turnover, lost productivity for each open role.

Conclusion

“Home” means something now more than ever. On the multifamily side, PMCs are providing homes in the form of the sanctuary residents return to at the end of the day to seek respite from all that’s going on in the world.

The same goes for the place people go to work each day to make ends meet: Work doesn’t need to be a family, but expectations can be set and priorities can be adjusted to focus on your company being a place people enjoy working for.

By combining the skills of marketing and recruiting, your company will be prepared to address this head-on – and attract and retain the best employees out there.

We hope this guide serves as the jumping-off point for that important collaboration to begin.

About Sarah Thompson

Sarah Thompson has been recruiting top talent in the single family and multifamily housing industry for the last six years, currently serving as a recruiter for [Knock® CRM](#). Sarah’s career in recruiting started untraditionally, working on a team that reported to the Chief Marketing Officer rather than operating under the Human Resources umbrella. This structure allowed for a partnership between recruiting and marketing in the form of employer branding and recruitment marketing strategies. After five years of working for the nation’s 10th-largest homebuilder, she transitioned to multifamily recruiting. This gave her experience recruiting onsite roles and corporate positions in a high-volume environment while continuing to explore projects and implement initiatives that would build the property management company’s employer brand. With Knock, Sarah is excited to continue exploring the possibilities of improving the recruiting process by partnering with marketing. Her objective is to build on the employer value proposition and market job opportunities to candidates the same way value is marketed to our customers.

About Todd Allen

A 30-year veteran of the apartment industry, Todd is an experienced founder, leader, and operator of real estate technology providers and real estate management businesses. As the founder & CEO of [Connect](#), Todd has brought two entirely new products to the multifamily industry that associate geographic locations with digital devices to drive hyper-focused ads to prospective renters and job seekers. Prior to starting Connect, Todd led strategic direction, network and systems oversight, and evaluation of all corporate technologies team for a full-service developer with over 350 team members and over \$1.5 billion in asset value. He also served as the VP of Product and Communications at RealPage, overseeing the product vision, development roadmap, and pricing strategy for global contact center and automated call product lines. For the first 20 years of his career, Todd founded, owned, and operated various real estate development, construction, and management businesses ranging from boutique in-fill developments to luxury garden apartment and condominium developments.