# Employer Branding Strategy Roadmap Template

## 1. Where Are You Now? (Self-Assessment)

**Self-Assess Using the Cliquify Employer Branding Maturity Model**

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| **Level** | **Description** |
| **Level 1: Foundational** | EVP is unclear and undifferentiated. Efforts are focused on talent attraction, not retention. Content is limited to job adverts. Advocacy exists in small pockets. Low employee buy-in. |
| **Level 2: Proficient** | A unique EVP is in place. There’s a balance between attraction and retention. Advocacy programs are emerging. Some C-suite engagement. Limited insights on EVP resonance. |
| **Level 3: Advanced** | EVP resonates with employees and candidates. Employer referrals are strong. C-suite is actively advocating. Internal mobility is increasing. Comprehensive insights are tracked. |
| **Level 4: World Class** | EVP drives engagement, referrals, and conversion. Data shows high impact on attraction and retention. Target talent is engaged. EB strategy outperforms competitors. |

👉 Highlight or mark the level that best describes your organization today.

## 2. Define Your EVP Pillars

List 3-5 EVP pillars (e.g., growth, flexibility, innovation, purpose) that you want to emphasize in your employer branding.

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| **Pillar** | **Current Strength (1-5)** | **Priority for Strategy** |
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## 3. Goals & Focus Areas

Document your goals, how you'll measure success, who's responsible, and when it's due.

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| **Goal** | **Metric** | **Owner** | **Deadline** |
| Increase employee-generated content | 20% rise in shares/month | EB Manager | Q2 |
| Launch EVP refresh | Finalize EVP framework | Brand/HR | May 2025 |
| Benchmark employer sentiment | Launch CLEO tracking | TA Ops | Ongoing |

## 4. Content Strategy Map

Plan content by channel and track relevant KPIs.

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| **Channel** | **Content Type** | **Frequency** | **Success Metric** |
| LinkedIn | Employee Spotlights | 2x/month | Engagement Rate |
| Careers Page | EVP Refresh Launch | Q2 | Bounce Rate + Apply Clicks |
| Slack/Teams | Advocacy Prompts | Weekly | Participation Rate |
| Email | Leadership Voice Newsletter | Monthly | Internal Opens/Clicks |

## 5. Roadmap Timeline (Quarter View)

Visualize your EB strategy across the year.

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| --- | --- |
| **Quarter** | **Key Initiatives** |
| Q2 | EVP update, content refresh, advocacy training |
| Q3 | CLEO benchmarking, new campaign launch |
| Q4 | Survey brand sentiment, share results |

## 6. Reflection & Adjustments

What's working?  
What needs to change?  
What do you want to measure differently?