

Employer Branding Strategy Roadmap Template

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

Self-Assess Using the Cliquify Employer Branding Maturity Model

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.

Pillar	Current Strength (1-5)	Priority for Strategy

3. Goals & Focus Areas

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

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.

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.

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?