

Let Your Employees Do the Talking.

Gain valuable employee stories at scale to help empower your recruitment marketing initiatives and identify strong employee brand advocates.

HOW IT WORKS

Our story capture tool engages your employees to share the reasons why they value working for your company.

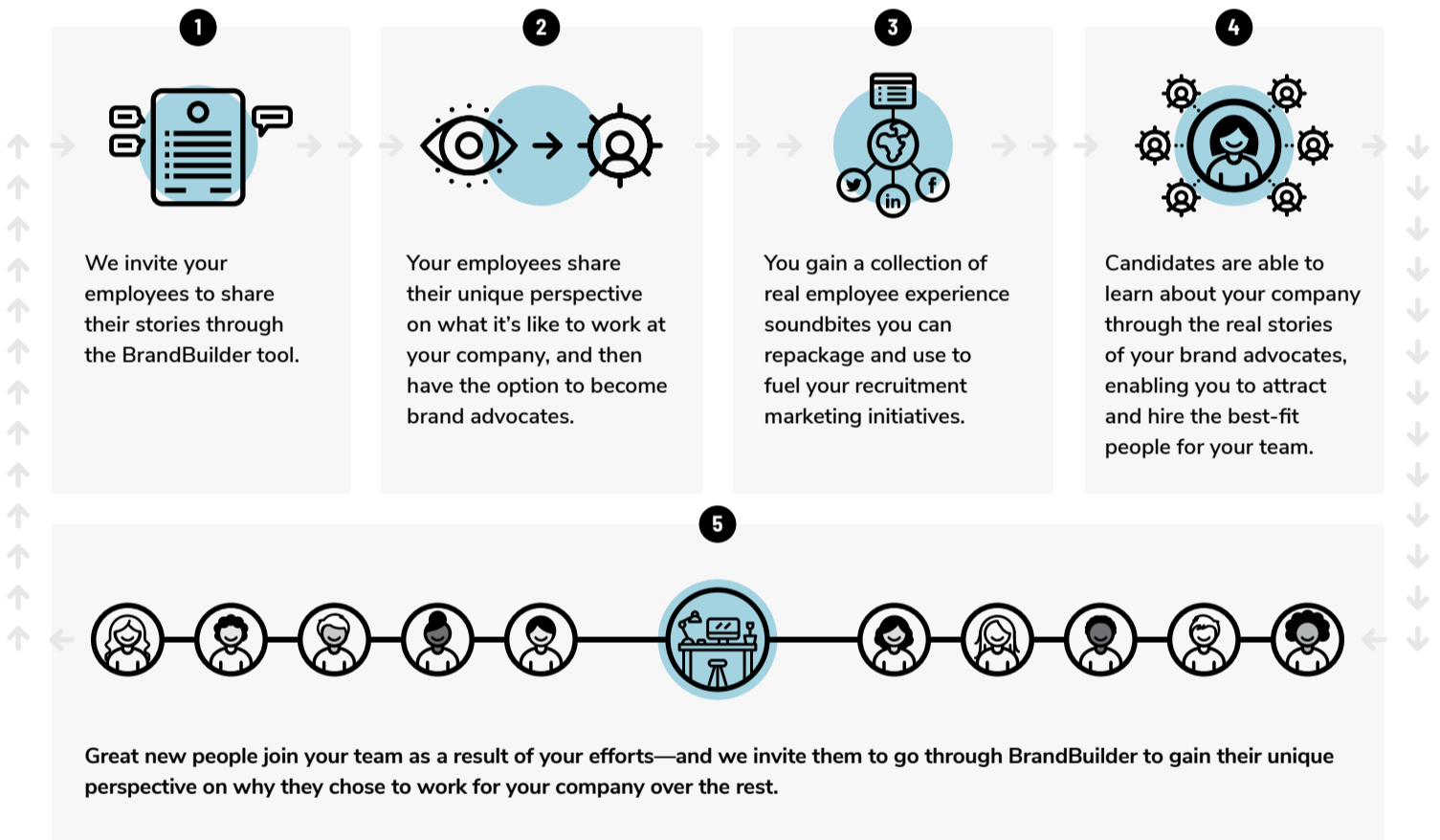
With these insights, you can recruit better talent. How?

BrandBuilder helps you connect the dots between employer brand and employee experience—giving candidates the opportunity to research based on validated employee stories when deciding if your company is the right career move.

37% of candidates consider employee testimonials to be the most valuable type of marketing content.

— 2018 Talent Board North American Candidate Experience Benchmark Research Report

THE PROCESS



WHAT YOU GET



Powerful Stories, Not Rankings

Capture the full picture of life at your company through authentic and validated employee stories, providing candidates with the insights they need to effectively evaluate potential employers.



Content You Can Use Everywhere

Repackage top stories to create content for your main recruitment marketing channels. Free tip: Adding employee experience quotes to your careers site is easy and effective.



Passionate Brand Advocates

Tap brand advocates within your organization to power up your referral programs, create valuable new employee resource groups, and increase employee engagement.

HOW OUR PARTNERS USE THEIR STORIES

“The BrandBuilder tool was invaluable for Carbon Black. Not only did we get rich insights, but we heard from a range of employees in varying roles that we don't normally hear from. With BrandBuilder, we can use the testimonials for our collateral and digital content, and can now tap individuals who have marked themselves as company advocates. This cuts down the time it takes to find willing employees and allows us to leverage people who are engaged and passionate about the company.”

— Ashley Perez, Senior Talent Brand Ambassador at Carbon Black

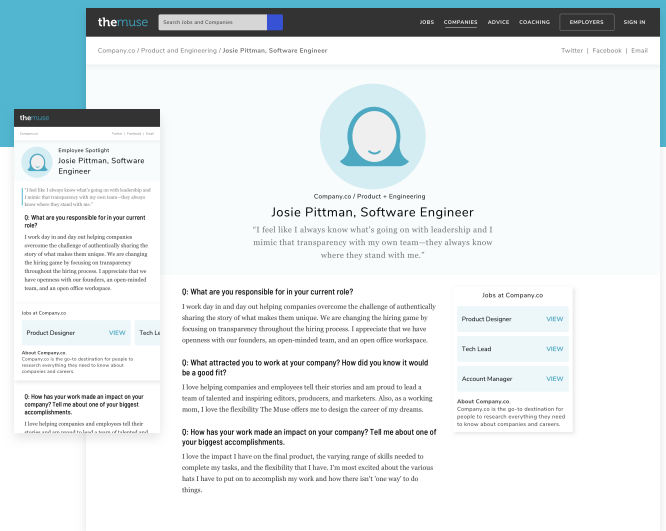


Why should someone want to work for your company?

Let your employees answer that question.

Over 75 million talented job seekers rely on The Muse to research companies and careers.

Q&A Testimonials showcase your existing top talent and help candidates understand why people love working for your organization.



42% of candidates

cite company culture as one of the most important things they look for in a company

2019 Global Brand Health Report, Hired

HOW IT WORKS

It's simple. We ask your employees six questions (informed by real candidates) to get their personal perspective on the employee experience.

Their responses uncover key insights into what makes your company's culture and work environment truly unique:

- ✓ Core Values
- ✓ Specific Teams & Positions
- ✓ Team Culture & Traditions

WHAT YOU GET

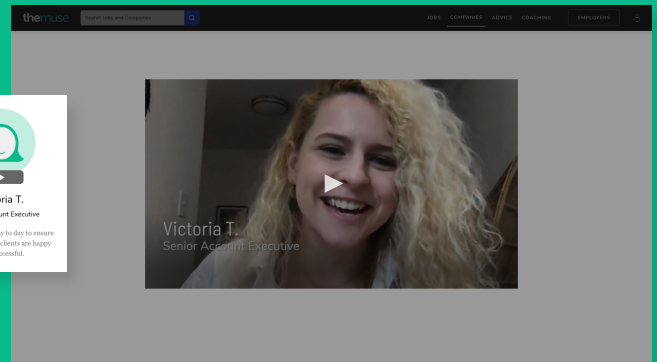
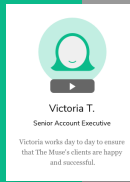
- ✓ Compelling, first-person stories from your most engaged employees that live on your company profile
- ✓ Easy-to-share employer brand content that you can use to attract and engage qualified candidates
- ✓ Discover brand advocates within your organization to help amplify your company brand and culture

Interested in learning more? Contact sales@themuse.com or reach out to your account manager.

Let Your Team Be Heard

Capture the attention of top talent with remote video testimonials that authentically share your employees' experiences.

Filmed by employees. Powered by **The Muse**.



Candidates value transparency when they're researching places to work.

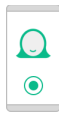
Remote Video Testimonials are a quick and easy way for your employees to share what they love about working for your company.

40% of candidates

would take a call from a recruiter if a company described what makes their culture unique

2019 Global Brand Health Report, Hired

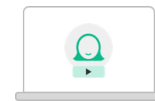
HOW IT WORKS



Your employees record 60-90-second video testimonials on their mobile device or webcam.

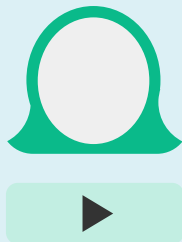


Our production team edits each video to highlight unique aspects of your culture and employee experience.



We add these stories to your company profile on The Muse where they'll be discovered by quality talent.

WHAT YOU GET



- ✓ **Real stories about your company and culture** directly from those who convey it best: your people
- ✓ **Powerful video assets that you can distribute** across your recruitment marketing channels to engage, attract, and hire top talent
- ✓ **Enhanced and engaging profiles on The Muse** to convert our quality audience of job seekers into applicants