

## Employer Branding vs Recruitment Marketing (vsdiff.com)

Feature	Employer Branding	Recruitment Marketing
<b>Definition</b>	Employer branding focuses on portraying a company as an employer of choice to attract and retain talent.	Recruitment marketing is about using marketing techniques to attract candidates to job openings.
<b>Goals</b>	To create a positive perception of the company culture and work environment.	To fill job vacancies by promoting specific openings and the benefits of applying.
<b>Audience</b>	Current and prospective employees, often targeting passive candidates.	Active job seekers looking for immediate employment opportunities.
<b>Approach</b>	Long-term strategy encompassing various employer value propositions (EVPs).	Short-term tactics focused on individual job roles and immediate needs.
<b>Content</b>	Focuses on company culture, employee testimonials, and values.	Utilizes job descriptions, targeted ads, and promotional material to attract candidates.
<b>Measurement</b>	Success measured through employer reputation, employee retention rates, and social engagement.	Success measured through application rates, time-to-fill metrics, and candidate quality.

Source: <https://vsdiff.com/employer-branding-vs-recruitment-marketing/>