

Corporate Branding vs Employer Branding (vsdiff.com)

Feature	Corporate Branding	Employer Branding
Definition	Strategy to build a company's reputation and image in the market.	Strategy to promote the company as a desirable place to work.
Target Audience	Customers and market stakeholders.	Potential and current employees.
Main Goals	Enhance brand recognition and loyalty.	Attract and retain talent.
Focus Areas	Products, services, and overall company mission.	Work culture, employee experience, and benefits.
Execution Platforms	Advertising, public relations, and media.	Social media, career fairs, and employee testimonials.
Measurement Metrics	Market share, sales growth, brand perception surveys.	Employee satisfaction surveys, turnover rates, and recruitment success rates.
Long-term Impact	Increased customer loyalty and market sustainability.	Long-term employee engagement and reduced turnover.

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