

# Employer Branding Media Kit

Increase your brand awareness and  
become an employer of choice  
through content marketing.

An employer brand is the perception perspective talent have of your organization as a workplace.



# Why Amplify Your Employer Brand?

Employer Branding will help:

- Enable you to attract top talent.
- Extend your reach to quality, engaged audiences.
- Position your organization as leading with culture.
- Highlight your employee experience and what sets you apart.
- Differentiate yourself from the competition.
- Improve employee retention.





# How Can We Work Together?

# Tell Your Story Through Our Content Marketing Campaigns

Amplify your employer brand by delivering your unique message in the best way possible.

We will help connect your message to your ideal audience, through a personalized content marketing campaign.

25,000+ LinkedIn  
followers

300,000 annual unique  
website visitors

210,000 impressions  
through our media  
partner Globe and Mail



# **We'll Customize a Campaign to Fit Your Needs**

# Choose Your Content Package

## 'Bronze Partner' Company Culture Package Starting at \$6,000

### Editorial: Sponsored Article

- One custom article piece dedicated to your topic of choice.

### Social: Social Media Promotion

- 5 graphic and 2 video posts promoting your content, produced by Great Place to Work.

### Email: Newsletter Banner

- 1 newsletter banner ad promoting your content, produced by Great Place to Work.

## 'Silver Partner' Thought Leadership Package Starting at \$14,000

### Digital:

- **Fireside Chat:** Informal interview with a GPTW moderator.
- **Masterclass:** Online educational seminar.
- **Case Study:** Report supporting your company's implementation of a practice, a product, or a system in the workplace.

### Social: Social Media Promotion

- 5 graphic and 2 video posts promoting your content, produced by Great Place to Work.

### Email: Newsletter Banner

- 1 newsletter banner ad promoting your content, produced by Great Place to Work.

### Editorial: CEO Spotlight

- Explanation of leadership lessons learned during your CEO's career – Q&A written format.

## 'Gold Partner'

Best Workplaces Package  
Starting at \$20,000

### Collaborative: Title Sponsor

- Be a Title Sponsor of one of our Best Workplaces Lists.\*

### Video: Video Introduction

- Create your own 30-second video introduction to be included in our announcement video.

### Editorial: CEO Recognition

- Signed written introduction and congratulatory note from your CEO on the Best Workplace list page on our website.

### Digital:

- **Fireside Chat:** Informal interview with a GPTW moderator.
- **Masterclass:** Online educational seminar.
- **Case Study:** Report of your company's implementation of a practice, a product, or a system in the workplace.

### Social: Social Media Promotion

- 5 graphic and 2 videos posts promoting your content, produced by Great Place to Work.

### Editorial: CEO Spotlight

- Explanation of leadership lessons learned during your CEO's career – Q&A written format.

# À La Carte Offers

You also have the option to choose any individual content marketing initiative. Mix and match. Or, create your own.

Please contact an account manager to discuss pricing details.

Title Sponsor

30 Second  
Video  
Introduction

CEO Spotlight

Signed Written  
Introduction and  
Congratulatory Note  
From Your CEO

Fireside Chat

Case Study

Sponsored Article

Social Media Posts

Masterclass

Newsletter Banner



# Editorial: Article

## Production:

- Tell us your story and we'll write it for you, ensuring we capture what's special about your organization.
- The content will be between 800-1000 words and you'll have the opportunity to share images, quotes and hyperlinks to support key messaging.
- Your company is able to provide 2 revisions of the article prior to completion by GPTW.

## Traffic:

- The article will be displayed on our website under our "Resources > Library" tab and we will promote the article on our social media channels to drive impressions and engagement.

## Analytics:

- The article will be SEO optimized to appeal to our 300,000 unique annual website visitors.
- Post campaign reports will be created to assess the success of the campaign against KPIs.

## Check out the work we've done with other clients:

[The Future is Parkbench](#)

[DHL Express: Connecting People, Improving Lives](#)

[KOHO's Secret to sustaining a High-Growth Culture : Coaching for All](#)

# Editorial: CEO Spotlight

- Your CEO/Leader will have the opportunity to offer some lessons learned throughout their career.
- This is made up of a 5 Question & Answer format.
- The written discussion will be added to our newsletter and then posted as a blog.
- This is an ideal way to impart wisdom and advice, stemming from leadership lessons learned.
- It is a perfect approach to pick up quotes that can then be used in social media platforms to promote the leader's profile.



# Social: Social Media Marketing

- A media deck, 2 videos, and 5 graphics will be created by GPTW to raise awareness for your organization.
- We will promote the content to our social media audience.
- Promotion will be optimized for engagement.
- Our custom templates, which include your logo alongside the Great Place to Work logo, will be utilized. These templates can also be used for various social media platforms and shared by your company.
- 25,000 organic LinkedIn followers will be available to engage with.
- A call to action, and click through to the client chosen URL, will be included.

**Check out the work we've done with other clients:**

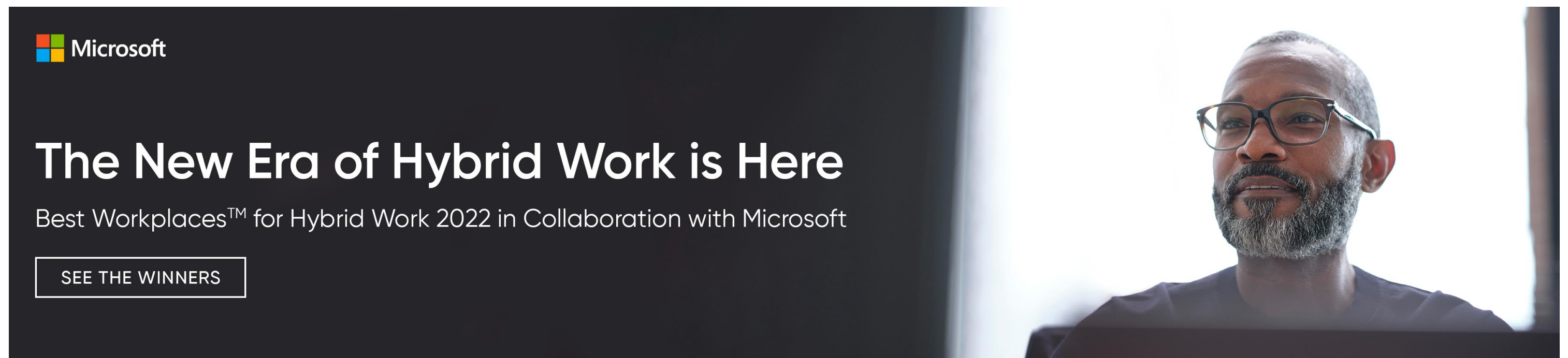
[DHL Express](#)

[Pace Technical](#)

[KOHO](#)

# Email: Email Marketing

- Production and distribution of a custom banner ad by Great Place to Work will be implemented.
- Our bi-weekly newsletter will feature your organization's banner ad.
- It will include your logo and link to your custom article and website.
- The newsletter will be sent to Great Place to Work subscribers and help you further your reach.
- The primary goal of this campaign is to spotlight your company and highlight why and how it is a great place to work.





# Digital: Fireside Chat

- A fireside chat is an informal yet structured video interview between a moderator (Great Place to Work) and a guest.
- The fireside chat comes in question-and-answer format, making the audience think about the questions being asked. By answering these questions during the conversation, the guest will impart useful information to the audience.
- To get the best from a fireside chat, we recommend making the chat as interactive as possible. We encourage the audience to ask questions and give them some leeway to direct the conversation.
- The conversation typically runs between 45-60 minutes long.

**Check out the work we've done with other clients:**

Bold Acts of Leadership with Clark Wilson LLP's Managing Partner, James Speakman

What it Takes to Be a Great Place to Work with FCT's CEO, Michael LeBlanc – coming soon!

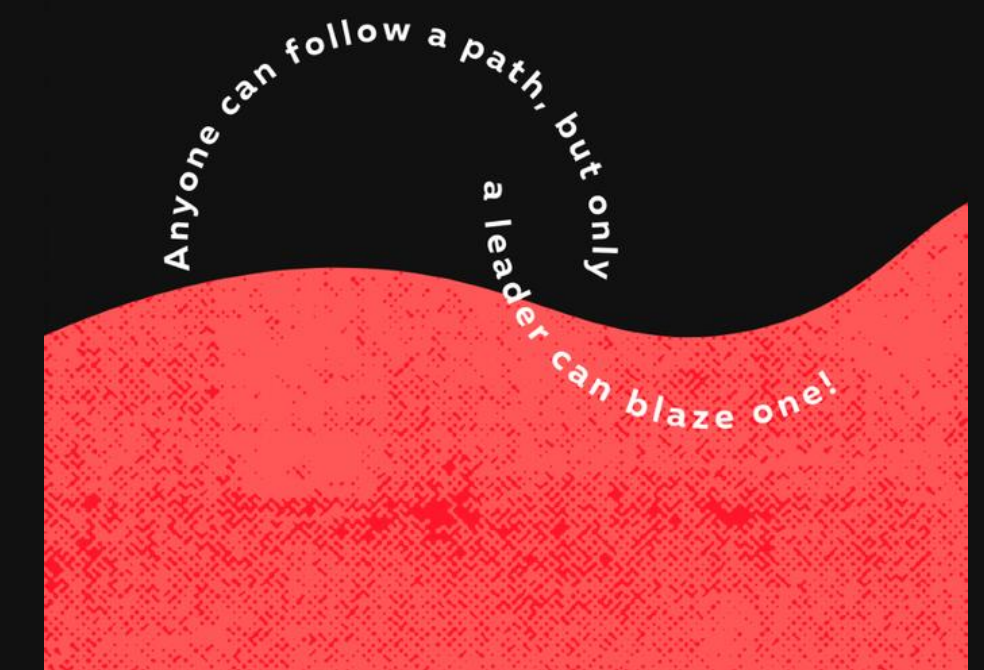


# Digital: Masterclass

- A masterclass is an immersive online video experience, which gives attendees the opportunity to learn from experts on topics relating to company culture, leadership and people management.
- This is an ideal format for the brightest minds to impart wisdom and advice stemming from real-life experiences.
- To get the most from a Masterclass, we recommend focusing on one specific topic and building out 5-6 key points you want to get across.
- The Masterclass typically runs between 30-45 minutes long.

**Check out the work we've done with other clients:**

The Leadership Lessons From DHL Express Canada's CEO, Andrew Williams





# Digital: Case Study

- The case study will be a feature article about your company's implementation of a practice, a product, or a system used in your workplace to make change.
- It will appear on the GPTW website and promoted through email and social media campaigns.
- The case study will include the challenge faced when trying to implement a specific project.
- The focus will surround the actions taken to solve the problem.
- Followed by any applications of technology used to help drive the initiative.
- Further, it will highlight the community involved in making the change.



## CASE STUDY

**Ariad Communications: Human Connection Fosters Inclusion**



## CASE STUDY

**Habanero: Workplace Culture Lives 'Beyond the Walls'**

# Collaborative: Best Workplaces™ Title Sponsor

- This is an exclusive opportunity to be named as the title sponsor on one of our highly anticipated Best Workplaces™ list publications.
- A 30-second video introduction at the beginning of the Best Workplaces™ video you sponsor will be included.
- The sponsorship will be presented on a dedicated webpage on the GPTW site.



**Check out the work we've done with other clients:**

[Best Workplaces for Hybrid Work in Collaboration with Microsoft](#)

[Best Workplaces for Mental Wellness in Collaboration with MindBeacon](#)

[See a list of our clients](#)

\*IMPORTANT – for branding opportunities related to the 2022 Best Workplaces in Canada list and 2022 Awards Ceremony virtual celebration event please review the Awards Sponsorship deck.



# Previous Content Marketing Campaign: Microsoft

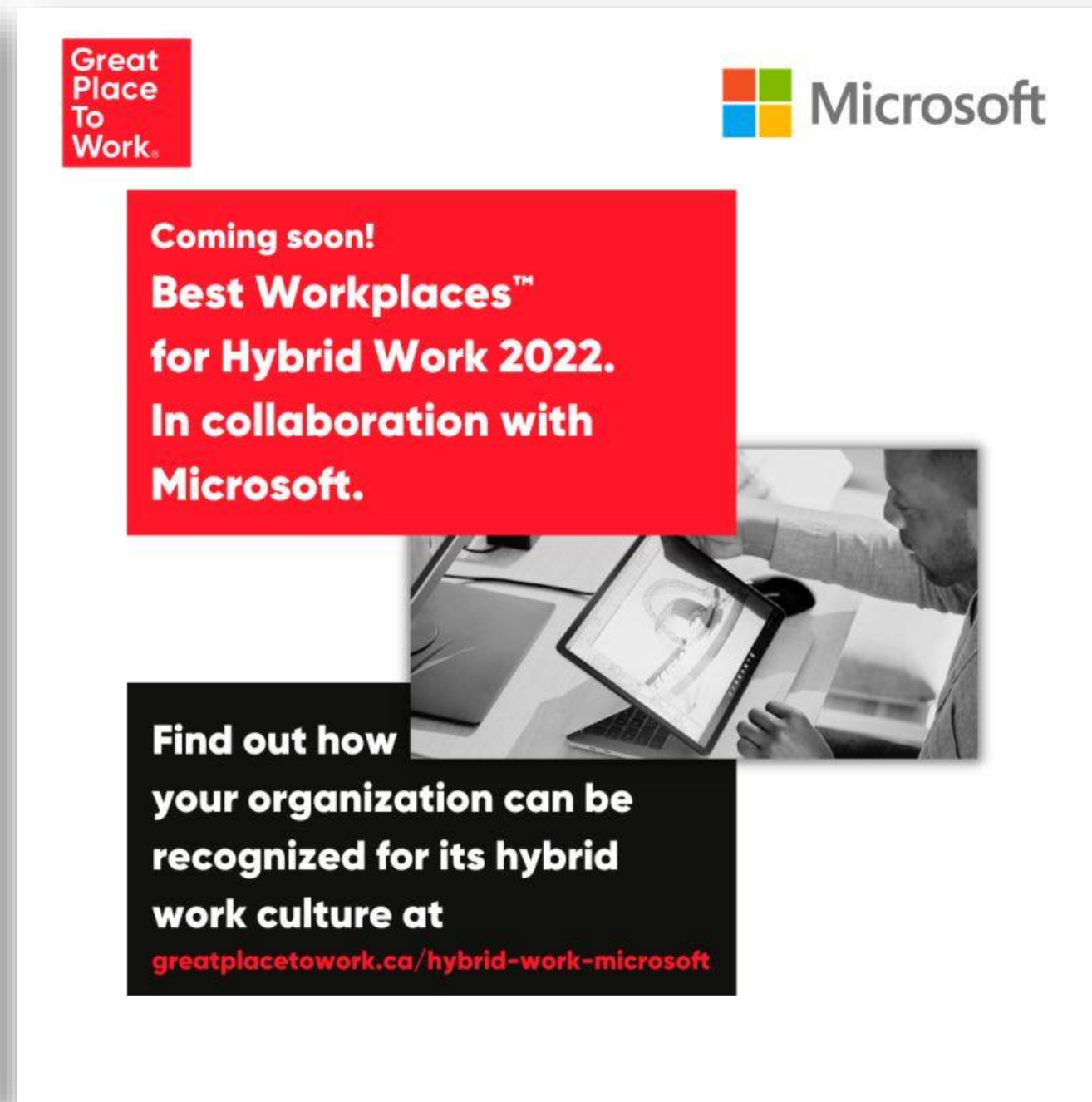
## Microsoft Best Workplace Hybrid List:

- We produced the first Best Workplaces for Hybrid Work list in collaboration with Microsoft Canada.
- Microsoft and Great Place to Work collaborated on various digital events (Hybrid Forward Summit, KevTalks with Microsoft Canada President, Kevin Peesker and an all-hands Town Hall).

## Original Promotion Initiatives:



- 5x Organic Social Media Posts
- 4x Written Pieces of Thought Leadership Content
- 3x Co-Branded Newsletters
- 2x Conversation Guides for Virtual Events
- 2x Press Releases
- 1x Best Workplaces List Landing Page
- 1x Best Workplaces List Announcement Video



# Social Media Graphics





# Website Graphics





**Alison Grenier**  
Head of Culture and Research,  
Great Place to Work Canada

**Jason Brommet**  
Modern Work and Security Business  
Group Lead at Microsoft Canada

**Fireside Chat**  
Insights on the Changing  
Nature of Work.



**Blog**  
Accelerating Employee  
Engagement in a Hybrid Workplace.



**List**  
Best Workplaces™ for Hybrid Work  
in Collaboration with Microsoft.

# Our Analytics



# Website Audience Insights

300,000 unique visitors annually

## Activity

- Sessions: 370,000
- Page Views: 698,000

## Visitor Demographics

- Female: 53%
- Male: 46%

## Traffic Source

- Direct: 61%
- Organic Search: 23%
- Social: 5%
- Referral: 11%

## Best Workplaces in Canada 2021 List Page

- Page Views: 146,089
- Average Time Spent on Page: 2  
Minutes 14 Seconds

## Best Workplaces in Canada 2020 list page

- Page Views: 79,112
- Average Time Spent on Page: 2  
Minutes 9 Seconds

\*All results are organic, there has been no paid promotion.

# LinkedIn Audience Insights

## 25,000+ Followers

### Top Industries

- Human Resources **18%**
- Professional Services & Manufacturing: **15%**
- Information Technology & Services: **15%**
- Retail & Hospitality: **10%**
- Financial Services & Banking: **10%**

### Company Size

- 1,000+ Employees: **46%**
- Less Than 1,000 Employees: **54%**

### Level of Seniority

- Management & Individual Contributors: **46%**
- Senior Managers & Directors: **47%**
- Executive Management: **7%**

### Video Views

- Total Views: **170,000**
- Average Engagement Rate: **8.5%**
- Average Click-Through Rate: **3.3%**
- Total No. of Impressions: **110,000**

\*All results are organic, there has been no paid promotion.

# Connect with Influencers in your Industry

Our campaigns are created in collaboration with, and shared by, various organizations, associations and influencers across different industries.

Partnering with trustworthy thought leaders in your industry will help create credibility for your company and drive the right traffic to your campaign.



# We Work With Many of the World's Leading Brands





# Work-Back Schedule - Next Steps

**Dates:** Consider what date is best to start.

**Deadlines:** See the list deadlines [here](#) to become a Title Sponsor on a Best Workplace List.

**Call:** [Book](#) a call with an Account Manager.

# Get In Touch!

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