# REHALL

**Competitor Analysis Projects** 

Contact: Call: +44 1922 218 016 Email: will@rekallconsulting.com



## WHAT IS OUR EMPLOYER BRAND COMPETITOR ANALYSIS?

Our employer brand and recruitment competitor analysis will help you identify the gaps in your current candidate attraction strategy, and ways you can build a more attractive brand than your direct talent competitors. This process is essential to setting a foundation to your recruitment strategy. It allows for us to conduct a comprehensive examination of how your competitors present themselves to the candidates you're trying to attract - and use this as a way to create your recruitment and employer brand strategy.

### YOUR COMPETITORS

Before conducting your employer brand and recruitment competitor analysis, we need to identify your direct competitors. (If you've saved data on who you've previously lost candidates to - now's your time to use it!)



If your roles aren't all remote working, we need to consider your local competitors, who are competing for talent in your immediate vicinity.

Industry Competitors

These competitors are less specific to your direct competitors, but will be looking to hire the same talent as you.

**Direct Business Competitors** 

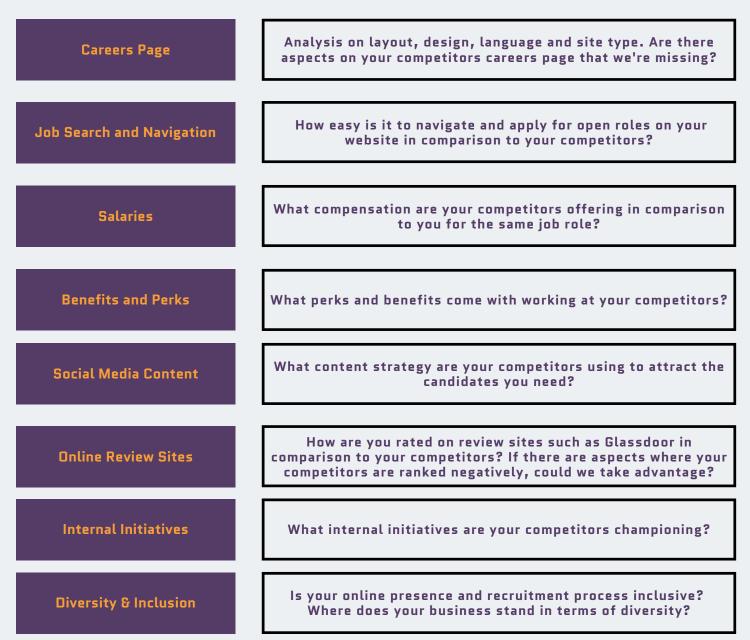
. These are the competitors who have extremely similar products and would already have hired your ideal candidates.



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# WHAT ASPECTS ARE WE AUDITING?

We would work with you to create a specific list of aspects that are important to your business, but here's where we'd start:



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### **IDENTIFY GAPS**

Once we have identified the gaps between your employer brand and that of your competitors, we will identify the opportunities for you to improve and excel.

Since every business has a different situation, we will work closely with you to create an action plan to present to your stakeholders, and it's more likely that you're able to get initiatives signed off if we're able to prove that 80% of your competitors are already doing it.

Remember that an employer brand competitor analysis is backward-looking. It will help you identify where you're behind, and give you a baseline to start looking forward.

For more information, and next steps - contact Will Bourne on will@rekallconsulting.com.

Price	\$2,999
Turnaround	The process from start to finish is complete within four weeks.



