



REKALL CONSULTING

Competitor Analysis Projects

Contact:
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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!)

Local Competitors

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:

Careers Page

Analysis on layout, design, language and site type. Are there aspects on your competitors careers page that we're missing?

Job Search and Navigation

How easy is it to navigate and apply for open roles on your website in comparison to your competitors?

Salaries

What compensation are your competitors offering in comparison to you for the same job role?

Benefits and Perks

What perks and benefits come with working at your competitors?

Social Media Content

What content strategy are your competitors using to attract the candidates you need?

Online Review Sites

How are you rated on review sites such as Glassdoor in comparison to your competitors? If there are aspects where your competitors are ranked negatively, could we take advantage?

Internal Initiatives

What internal initiatives are your competitors championing?

Diversity & Inclusion

Is your online presence and recruitment process inclusive? Where does your business stand in terms of diversity?

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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.

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