

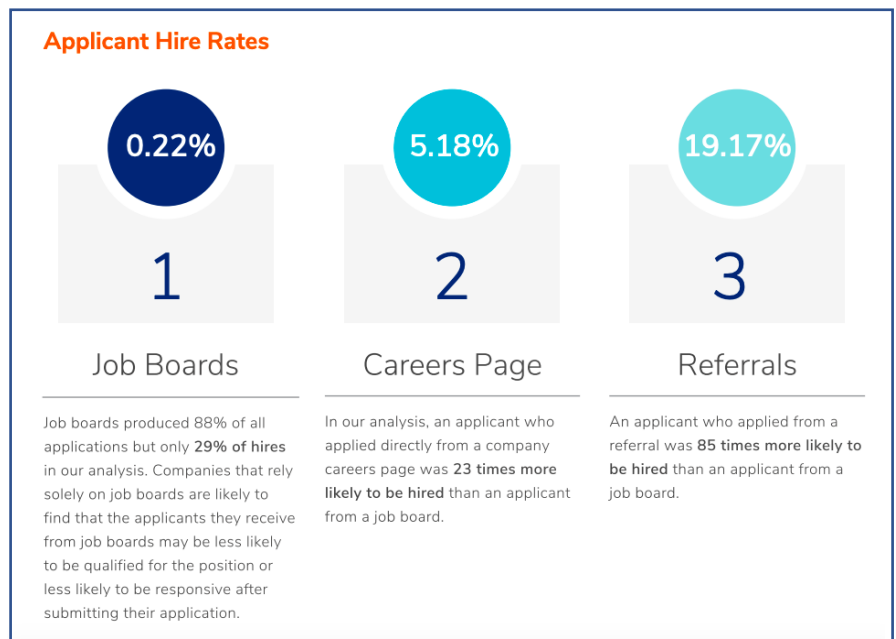


Did you know...? Employee referrals result in better hiring rates than job boards or a career page

Low applicant volume and greater competition for employees in the second half of 2020 has continued into this year. CareerPlug says that cleaning businesses should focus on *employer branding* to attract the highest quality candidates: An Employee Referral Program is a great way to market your business as a better place to work than that of your competitors.

Check out these recommends steps from CareerPlug to help you improve employer branding:

1. Create an exceptional candidate experience
2. Build a compelling careers page (focus on culture, benefits, and growth potential)
3. Feature employee testimonials and pictures of staff
4. Request employee reviews (employer review sites like Glassdoor and Indeed)
5. Increase retention of existing employees
 - Offer benefits
 - Be generous with recognition and appreciation
 - Show growth paths or career tracks
6. **Develop Employee referral Program**



Check out [these assets](#) to help you launch this program in your business.

- Let your teams know about the program by hanging and handing out these flyers
- Make the referral process easy by using these printable referral cards
- Read the How-To guide for details

Let candidates know your business is hiring! See three [new yard signs and car magnets](#) now available.

