

Because Every Brand is Profersonal.™


Brand Amper is a fun, easy, Mad Libs™ style web app that helps companies see their employer brand through the eyes of their employees.

Employees create stories that get to the root of what they do, where they do it, and who they are.

Creating these stories lets professionals advocate for themselves and their company in a genuine way. It also lets employers see what matters most to the people they want to attract and retain.

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The Importance of First Impressions

 So... let's say we have a meeting scheduled. Before you go, you Google me. This is how first impressions are made in the 21st century! Google me to see if I'm worth your time.


Search Now

Give employees an advantage

Brand Amper immediately improves the way employees identify themselves in digital environments and ensures that they create the right impression for peers and prospects who are researching them 24/7.

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Polishing your story: Adding just the right detail

 The most polished professionals avoid buzzwords. Instead they get specific. Try it for yourself!

Complete sentences, please.

Things you might talk about: What are YOU known for among your audience? What does your audience compliment you on? What is something special about your background that makes you impressive in front of your audience?

Continue

Get Profersonal™

Balancing one's professional + personal stories gives people the ability to engage with more confidence—now it doesn't matter what network sees your content, the story is always complete and compelling.

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Putting Your Company's Brand to Work for YOU

 When people decide to work with you, they also decide to work with your company. Think of your audience and what they would be interested in.

Right

Sustain Employee Advocacy

You and what army?! Brand Amper gets employees talking about what they genuinely connect with about the brands they work for. This makes it easier for them to see the power of associating with their companies' brands and makes them more likely to opt-in to advocacy for the long haul.

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But wait... there's more!

Here are 4 things you can do with your story right now...

- 1. Copy and open LinkedIn**
Your story will make the perfect summary! (25% of people do this)
Copy your story and edit your LinkedIn profile!
- 2. Align your story across social media platforms**
How do your Twitter and Instagram bios look? Edit the platforms you use:
Twitter Instagram Pinterest Facebook
(0% of people do this)
- 3. Write a Glassdoor review**
We're all about genuine. Take a moment to write your thoughts about your company on Glassdoor. The more real your online story about you and your company is, the more useful the online conversation gets. (0% of people do this).
Glassdoor
- 4. Check your email**
We just emailed your story to you... so if you think of something else later, you'll have a copy in your inbox!

Start Over

See immediate results

Having a clear, Profersonal™ brand makes employees more likely to use social media and share content for professional use because it helps them see how associating themselves with their company can result in a personal benefit.

Overall Program Engagement		Self-Identification With Organization	
INVITED	150	USED "WE", "TEAM", OR "COMPANY"	42%
STARTED	135 (90%)	USED "I"	57%
COMPLETED	117 (78%)	COMBINED	14%
COMPLETION RATE	87%		

Crowdsource your employer brand

Brand Amper's employee-centric approach creates a rapid, ongoing feedback loop that shows companies how their employees are self-identifying with the brand.

It's the ultimate crowdsourcing technique: companies can measure brand impact based on what employees are doing and saying in real time.

means industry business job help love work become clients creating number people really marketing understand time hr client helping areas understand marketing really people creating number