

Meet Brand Amper, an enterprise brand communication platform that captures employee stories for use in recruiting and marketing.

By helping people see how a strong employer brand helps them personally, Brand Amper engages employees in telling their stories in a way that:

- (1) Connects them with the company genuinely and responsibly,
- (2) Improves both their own professional images and the company's Employer Brand, and
- (3) Collects incredible, true Employee Generated Content that can power recruitment marketing efforts.



What's your TRUE Employer Brand? Make suggestions to employees and see what they opt to include.

Stories give companies a way to find employees to feature, plus build a database of trusted, sharable **Employee Generated Content**



Gillisa's Brand Amper story:

As a child I would stay up summer nights with my Dad and watch Major League Baseball. I sat next to him inning after inning and listened intently as he explained the strategy behind the game, the importance of solid fundamentals, and necessity of teamwork. In many ways my love for the game shaped me into the professional that I am today.

At WilsonHCG I **focus on my passions - developing strategic and proactive talent acquisition programs that directly benefit our client's businesses.** I also work hands on with our recruitment teams by keeping everyone up to date on the latest developments in recruitment techniques, social recruiting methods and advancements in recruitment technology.

At WilsonHCG, we believe in "Better People, Better Business." This is what drives our internal initiatives. We attract high-quality talent and hire better people. This not only benefits our business to have top-tier employees, but ultimately it benefits our clients' businesses.

At heart I am simply the strategist behind the plate and a back to basics recruiter that believes whole heartedly that solid fundamentals and teamwork will always secure the win.

Brand Amper

Turn Employee Stories into Brand Equity

For more information:
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http://brandamper.com

Case Study: What happens when an insurance company with a household brand name puts 1,600+ professionals through Brand Amper? Goodness.

Employee Generated Content

134

Number of employees who volunteered to share company content with their professional networks.

465

Number of unique stories created to be used for recruitment marketing.

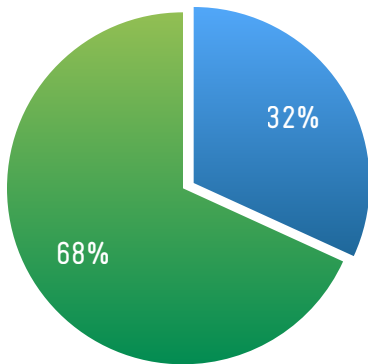
Employees are the company's most trusted source of company information. Brand Amper activated 29% of this company's employees as brand representatives.

Brand Compliance

99%

Brand Amper's prompting ensured that the company's correct name was used nearly every time, in every story.

Engagement



68% of people who started using Brand Amper created a complete story.

Brand Insights

523
465

523 brand messages were used... by only 465 people. Patterns revealed that people with 10 years of service strongly favored values-based brand statements over innovation statements (among other things).

Social Activity

 **glassdoor™**

Score jumped

8%



Linked 

49%

Opened LinkedIn to update their profiles