



# The Real Work Behind EB Strategy

*Data backed guide to Employer Branding  
Priorities & Weekly Practices in 2026*

 The Martec

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# Foreword by Nick Thompson:

VP Customer Strategy at The Martec

Most industry surveys follow the same pattern. Responses are collected, trends are summarised, and the result is a tidy list of priorities. The insights sound right. People nod along. Then everyone goes back to doing the same work.

We didn't want to write that kind of report. So we asked two deceptively simple questions:

- **What are your top 2–3 employer branding priorities this year?**
- **What do you or your team actually do each week to move those priorities forward?**

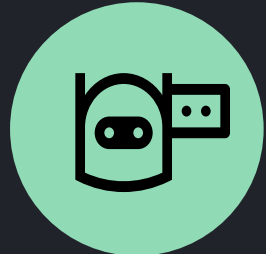
**The second question is where the real story lives.** Not in polished strategies, but in the Tuesday afternoon reality: the Slack messages that didn't get answered, the stakeholder who still doesn't quite get it, the content sitting in a drive somewhere after being used once and forgotten.

What came back was refreshingly honest. People talked about **doing more with less**. About **weekly rhythms that work** and ones that don't. About feeling like they're **building something genuinely important** all while **fighting for budget, headcount, and a seat at the table**.

The stakes for getting this right are high. Today, **75% of job seekers research** an employer's reputation before applying, and companies with **strong employer brands can see up to 50% lower cost-per-hire**. Yet the teams responsible for this work are often incredibly small.

Some of what's in here will make you feel seen. Some of it will make you a bit uncomfortable. That's intentional. The most useful thing this report can do is help you **close the gap between the strategy you've written and the work that actually happens**.

50%



Mentioned **AI** as a 2026 priority

45%



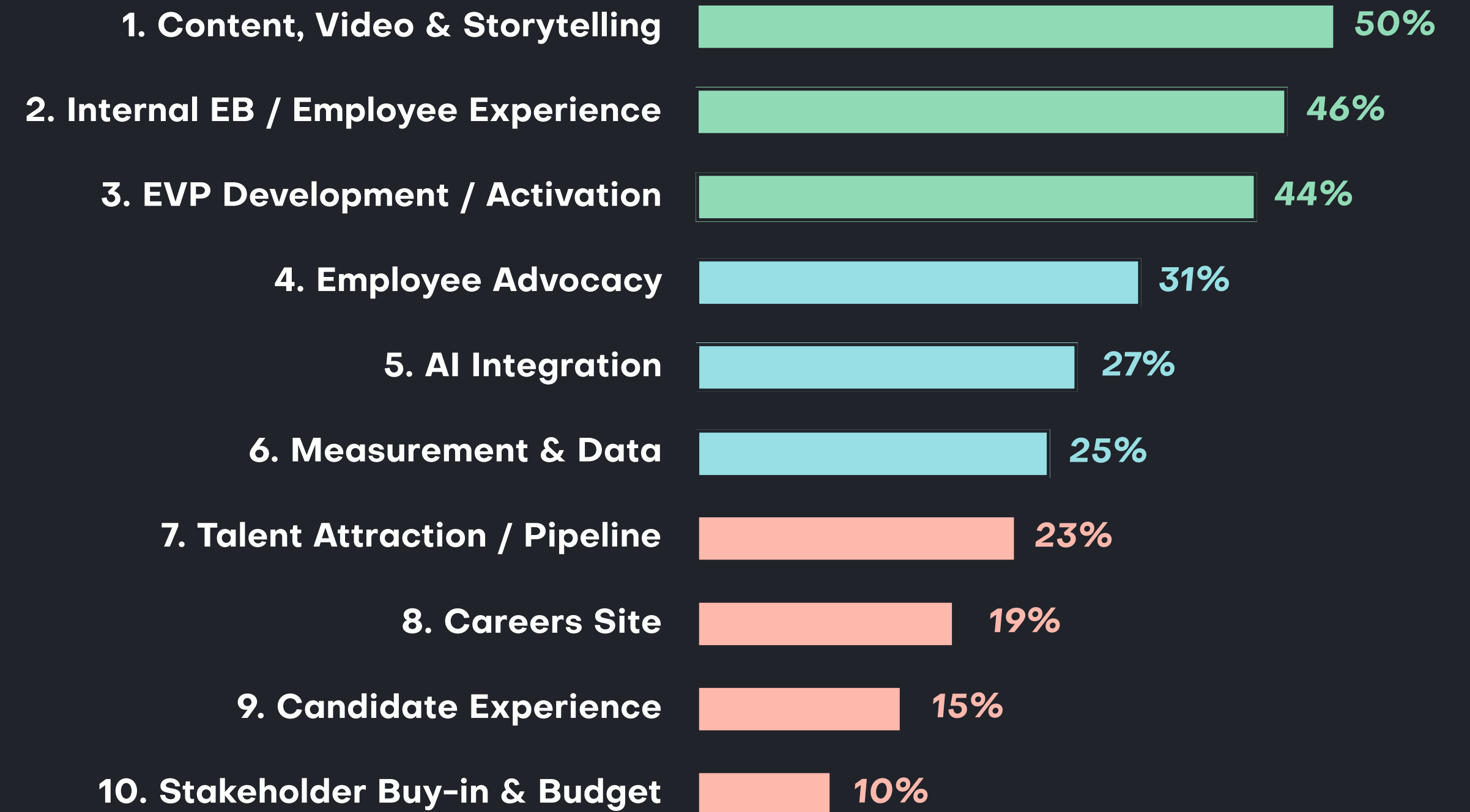
Are teams of 1-2 people

31%



Say their weekly rhythm needs work

# Top 10 priorities in 2026



48

Global EB Leaders

52k

Average Employees

15+

Industries & Countries

Note: All responses are anonymised. Quotes are reproduced verbatim where possible, lightly edited only for clarity.



**In 2026, content and internal employer branding edge ahead of EVP development. That shift matters.**

For years, the central question in employer branding was simple: **What is our EVP?**

For many EB professionals, that question has largely been answered and the work now is different and harder.

The focus has **moved from defining the EVP to making it real in the day-to-day employee experience.** Not just on the careers site, but in onboarding, internal mobility, manager conversations, and how the company shows up internally.

**Strategy was the first chapter. Activation is the real work.**



# Theme 1: EVP

*Still Centre Stage but  
the Work has Changed*

022

# EVP was the #1 Theme for 2026

The EVP came up more than any other topic in the survey. But here's the thing: most people aren't talking about building one. They're talking about **making it real**.

For many organisations in this group, the phase of defining the EVP as a standalone project is largely over. **The challenge now is activation:** translating the promise into the everyday experience of work.

Not just on a careers site, but in how managers describe roles, how onboarding feels, and whether what was promised during hiring still holds true on day 90.

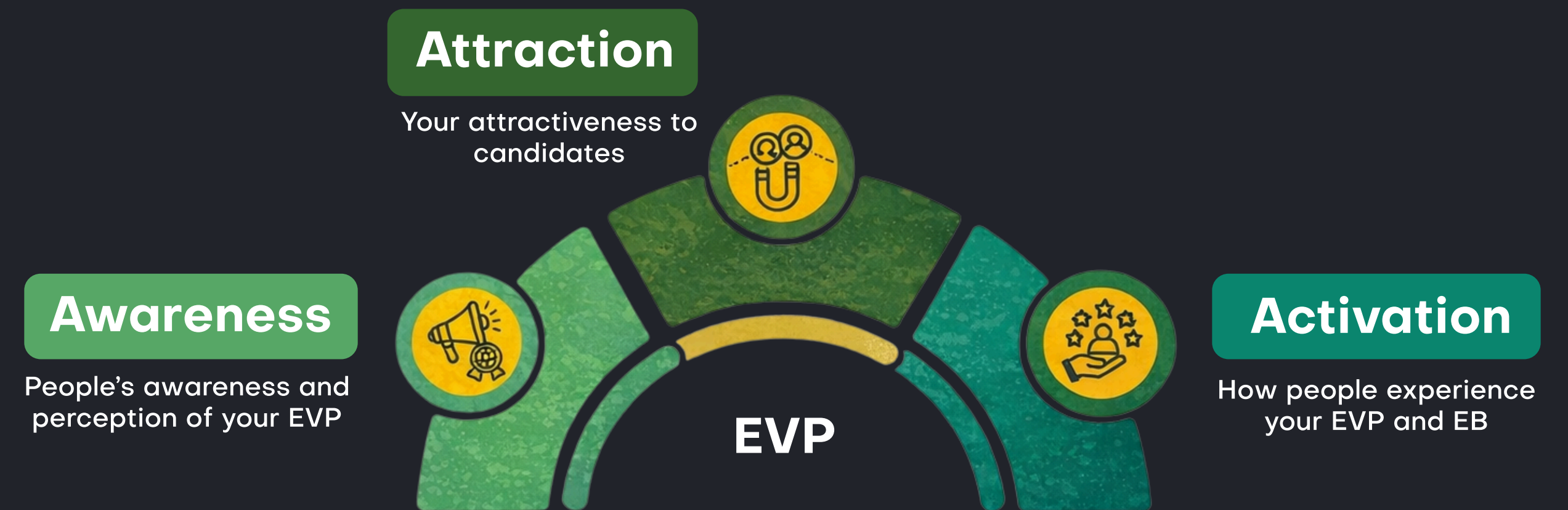
**That is a much harder piece of work.**

**RR** Our EVP has historically been an external-facing body of work. In 2026, we want to partner more closely with our people strategy team to weave the core pillars of our EVP throughout the employee experience through learning and development, internal mobility, and periods of change.

**Consistency in how we speak about ourselves gives existing employees a consistent experience with what initially attracted them through our EVP.**

# The Activation Gap

Across the survey, a pattern appeared repeatedly. EVPs are built (often recently and with significant investment). There is a huge push for new creative work, executive sign-off, and a big launch moment. Then the harder activation phase begins: getting the organisation to actually use the framework:



This isn't a communications problem. It's a change management challenge.

The EB professionals closing the activation gap aren't acting like Brand Managers instead they're acting like internal consultants. It's a different skill set. And the ones who get that tend to make far more progress.

**RR** We have a lot of stakeholders! The **biggest challenge for our EVP roll-out is ensuring everyone is working together**. We have support from various vendors and an internal creative team but **coordinating across all of them is what takes the most time and energy**.

# Localisation: the Next Frontier

For anyone operating across multiple geographies, another challenge consistently surfaced in the survey: **local relevance**.

A global EVP that resonates in London may fall flat in Chennai. What feels authentic in New York can feel distant in New Dehli.

**The challenge isn't translation. It's cultural resonance.**



Working between Europe and the Middle East, a major priority for us is **humanising our global employer brand for local nuances**. This ensures our core values resonate culturally, not just linguistically.

The organisations making the most progress aren't creating different EVPs for each market. Instead, they're **building locally grounded narratives on top of a shared global foundation**, adapting stories, examples, and employee voices so the brand feels credible in each region.



Localising our global EVP to better connect with key countries and expanding markets while **ensuring cultural relevance and stronger regional impact** is our priority one this year.

## Is your EVP a **campaign** or a **commitment**?

There's a fast way to find out.

Ask **three** employees who joined in the last 12 months whether the experience of working at your company matches what they were told during the hiring process.

**Their answers are your EVP audit.**

If the gap is wide, no amount of brand messaging will close it.

Your employees are the most powerful (and most honest) channel your employer brand has.





# Theme 2: AI

## What Type of User are you?

03

# AI in employer branding: efficiency tool or strategic shift?

About **half of the respondents mentioned AI as a priority** or a shaping force in their 2026 plans. Interesting there was a bigger divide in how they're thinking about AI rather than who is using it at all.

There are broadly two camps: **using AI for efficiency vs thinking structurally about AI.**

Both approaches create value. But they lead to very different outcomes.

The efficiency users are **getting real time back.** For lean employer brand teams, that **time savings is significant.**

But the structural thinkers are asking the deep questions that will determine whether **employer branding stays relevant** as the talent landscape shifts underneath it.

They're asking questions like: *"How are candidates are using AI to discover employers?"* and *"How does our content need to change for AI-generated answers, not just search engines?"*

## Using AI for efficiency

- Drafting copy faster
- Automating research tasks
- Generating presentation decks
- Creating job advert variations
- Summarising data and reports

# VS

## Thinking structurally about AI

- How candidates are using AI to discover employers
- Optimising content for LLMs, not just search engines
- What AI means for the employment relationship itself
- Building AI governance frameworks for hiring
- Redefining the EVP in an AI-shaped world

# The stats that should make you stop

One respondent dropped a number that we think every EB professional should sit with for a minute:



Career site traffic from ChatGPT jumped **165%+ in H2 vs. H1 of 2025**. As a result, we're re-evaluating all aspects of our content strategy.

*As many of these models prioritise third-party and earned media sources over owned media or company domain URLs, we are focusing our content efforts on driving employee advocacy on LinkedIn and Reddit, strategically aligning Glassdoor review requests with the employee lifecycle, and choosing workplace awards that align with our EVP and elevate company leaders.*

**This isn't a traffic blip.** It's a signal that candidates are increasingly forming their first impressions of employers through AI-generated answers that don't come from your careers site.

They come from what other people have said about you on Reddit, Glassdoor, LinkedIn, and in award write-ups.

The strategic response here is sharp: **stop optimising only for owned channels**, and deliberately **build third-party signals that AI models actually surface**.

# 70%

of job seekers now use generative AI tools to research companies during their job search.

[Indeed Global AI Survey]

# 75%

of jobseekers report feeling more confident about a company when using AI tools in their search.

[Adzuna 2025 Survey]





# The Governance Dimension

Several respondents are taking a practical and thoughtful step: **creating clear policies for how candidates can use AI during applications.**

**Not blanket bans** but frameworks that define the line between AI-assisted work and AI-fabricated work.

The goal is to protect fairness while ensuring candidates who rely on assistive tools are not unintentionally penalised.



*We've formed a working group focused on researching how AI can be utilised by candidates, establishing our stance on what we deem acceptable, and creating content that communicates this externally.*

*We need to ensure our guidance is legally compliant and inclusive.*

# The bigger question underneath all of it

One voice in the survey went further than anyone else. They argued **AI doesn't just change how employer branding works**, it may change the **nature of the employment relationship itself.**

If AI reshapes how work is performed, evaluated, and developed, **the traditional EVP framework may no longer be enough:**



*It's not about the value proposition. It's the employment relationship that drives workforce strategy and measurable business outcomes. We need to redefine what growth, performance, flexibility, and capability development really mean as work, the economy, and the world continues to evolve daily.*

This is a question employer brand leaders will increasingly need to answer.

## Quick exercise to try right now:

**Type your company name into ChatGPT and ask: 'What's it like to work there?' Then try Perplexity. Then Google. Compare the three answers.**

The gaps between them will tell you exactly where your content strategy needs to shift and which third-party signals about you are being amplified or quietly buried by AI models.



# Theme 3: Content

Don't ask 'What Should we Post?'

04



# The question you should be asking

The direction of travel for people-led content is not new. EB teams are prioritising:

- Social-first over corporate-polished.
- Authentic over produced.
- Employee voice over brand voice.
- Video over static.
- iPhone over agency.

What's interesting is the practitioners who've found the question underneath all of it that actually changes the quality of the content:

**RR** Every day the challenge is: is this piece of content really going to shift perceptions of what people think it's like to work here? **If the answer is no, we don't do it.**

That question sounds simple but it's brutal in practice as it kills a lot of content that would otherwise get made.

It requires your team to have **real clarity on what your employer brand stands for**, and **the confidence to say no when something doesn't serve it**. Most teams don't have that. **The ones that do consistently outperform.**

# Video: everyone wants it, the hard part is sustaining it

With videos on LinkedIn being shared **20x more than any other content formats**, it's easy to see why **video is the priority format.**

The creative direction is moving fast: **away from polished brand films and toward content that actually fits in a social feed:**

**RR** We're prioritising social-first content, both in how it's filmed and how it's edited. Turning clients toward minimising branding on social output, but having the brand sing through from the content style itself.

**RR** What we found was the best performing videos didn't necessarily have the most impressive production budgets, but they were the most creatively intentional, emotionally grounded, and culturally in tune. [\[LinkedIn\]](#)

The direction is right. The challenge nobody puts in the strategy deck is: **how do you produce this consistently?**

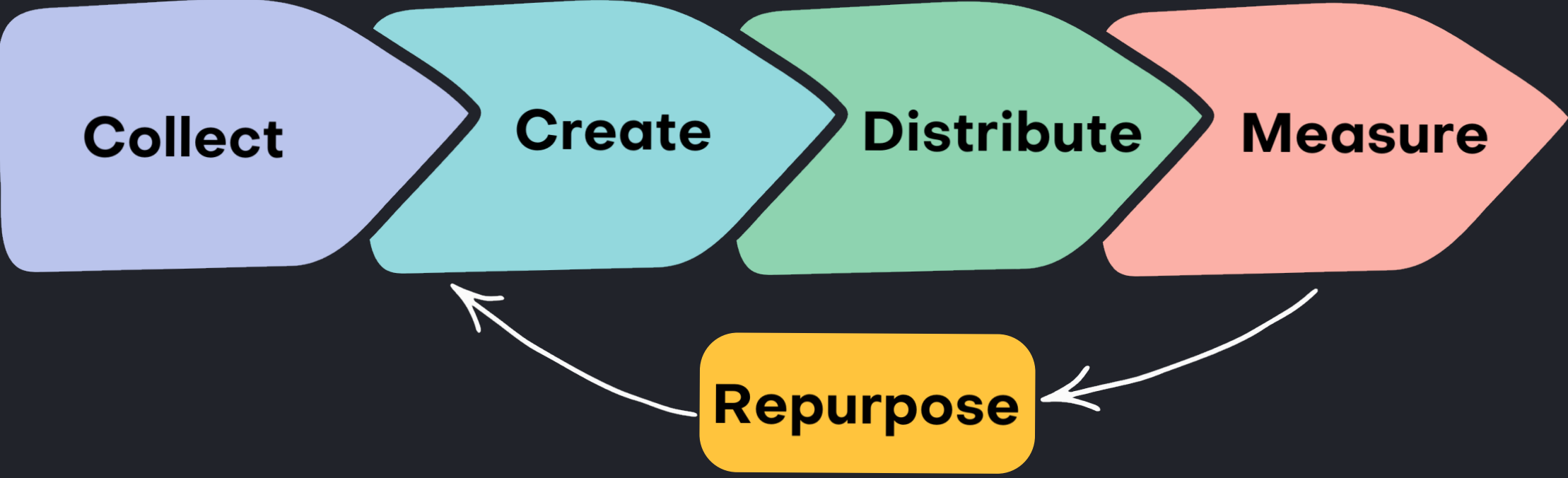
Content that performs on social requires **volume, variety, and speed.**

Building the engine to sustain that without it eating your entire team's capacity is genuinely **one of the hardest operational challenges in EB.**

# How The Martec approaches this

**The Martec is built to solve exactly this problem.**

Instead of treating every piece of content as a standalone project, it connects the **entire content lifecycle in a single operating system:**



Using The Martec one employee video can be repurposed into a LinkedIn post, a blog, a job description asset, **and** a candidate nurture email, **without the heavy lifting each time.**

## Teams using The Martec see:

**40-60%**  
increase in monthly  
content output

**50-75%**  
reduction in time  
per asset

**2-3 Day**  
campaign cycle  
(vs. 4-6 weeks)

# The 'elation to deflation' problem

Strong employer brand content creates momentum. Then candidates hit a long, generic, or frustrating application process and that momentum disappears.



*Optimising the application process to avoid the 'elation to deflation' effect of incredible marketing attracting people into a click-heavy, sub-optimal application experience and not negatively impacting the consumer brand.*

## This is real and it's underestimated.

You can produce brilliant content. A beautiful careers site filled with compelling employee stories. And then a candidate clicks 'Apply', hits a 47-field ATS form, gets a generic auto-response, and never hears from you again.

That's not a recruitment ops problem. **It's your employer brand being undone in real time.** Content and candidate experience aren't separate workstreams instead they're the same experience with a very visible join.

## Quick exercise: Apply the filter right now

**Look at your last five pieces of published content.** For each one, ask honestly: did it actually shift a perception? Did it get any signal (a DM, a meaningful comment, a share from someone outside your network) that suggests it landed?

**If you can't say yes to these questions, you don't have a distribution problem. You have an editorial problem.**

# Employee advocacy: it needs to be built, not asked for

The professionals who are doing advocacy well have stopped treating it as 'getting employees to share stuff' and started **treating it as a content channel that needs infrastructure.**

- **Systematic advocate identification.**
- **Easy creation tools.**
- **A library of content people can actually use.**

Without that scaffolding, you're just sending the same five people the same Canva template.



**A big priority for us is moving away from broad awareness activity and tightening our employer brand around where the business genuinely needs talent.**

*This means we're aligning messaging, channels, and partnerships to specific skills, locations, and programs rather than treating EB as a one-size-fits-all exercise.*

*Advocacy is central to making that specific.*



# Theme 4: Measurement

*The gap that isn't closing*

05



# Closing the measurement gap

Measurement is where employer branding's **strategic ambitions collide most visibly with its operational reality.**

Almost every respondent who referenced measurement did so in the context of **wanting more measurement or better quality data.**

Or critically, wanting a different type of measurement: **metrics that business leaders actually care about, not just the ones that are easy to collect.**

**RR** *Measurement, measurement, measurement! We need to be working towards KPIs that really move the dial on our brand perception. **Not just awareness metrics, but signals that connect to business outcomes.***

**RR** *We're working on increasing visibility into the full funnel especially identifying what defines a quality lead, and pinpointing the activities that **truly drive conversion.***

# The attribution problem, named but not solved

**The fundamental measurement challenge in EB is attribution:** connecting a piece of content, a campaign, or a brand initiative to a hire, a retention figure, or a perception shift.

The journey from awareness to application to hire to employee NPS to advocacy is **long, complex, and influenced by dozens of variables beyond EB's control.**

What is clear from the data is that **the most sophisticated practitioners are not waiting for a perfect framework.** They are building measurement capability incrementally, using weekly data reviews as a forcing function for making better decisions faster.

**RR** *I'm reviewing weekly funnel metrics to spot trends, gaps, and conversion friction points. Meeting with recruiting partners to validate what 'quality' looked like that week what talent advanced, who didn't, and why. Running quick experiments and documenting results.*

**The progress comes from small, continuous course corrections rather than big launches.**

# What 'good' measurement looks like

The teams with the most credible measurement approaches share three characteristics:



**The Martec provides end-to-end analytics across the entire content lifecycle:** from asset creation through to channel performance, advocacy reach, and pipeline impact.

For the first time, **EB teams can connect the content decision to the business outcome and report that connection to leadership** in a language they understand.

### Quick Exercise: The measurement audit question

**If your CEO asked tomorrow: 'What is our employer brand actually worth to this business?' could you answer in two minutes, with numbers?**

If not, that's the gap. Not because the question is unfair, but because the organisations where EB has genuine strategic influence are the ones where someone has done the work to translate brand activity into business language. Start there.

# A structural critique that goes beyond metrics

One respondent presented a challenging observation, not about EB measurement specifically, but about the **broader governance failure** that makes meaningful measurement nearly impossible:

**RR** Organisations **measure activity, not the downstream outcomes that matter.** There's a capability gap: mismatch between brand promise and employee experience. And a governance gap: no CEO owner for culture outcomes.

Employer branding is being asked to **measure impact in organisations that haven't defined what culture success looks like** at the executive level.

If leadership hasn't agreed what matters, EB can't prove it's moving the needle.

**This is not a measurement problem. It's a governance and strategy problem.**

And EB professionals can't solve it alone, but they can name it clearly and build the case for why it needs to change.



# Theme 5: The Weekly Reality

*Two very different professions*

06

# The weekly reality

The second survey question “**what do you do each week to make progress?**” revealed a clear divide.

**Nearly half** described structured weekly rhythms.

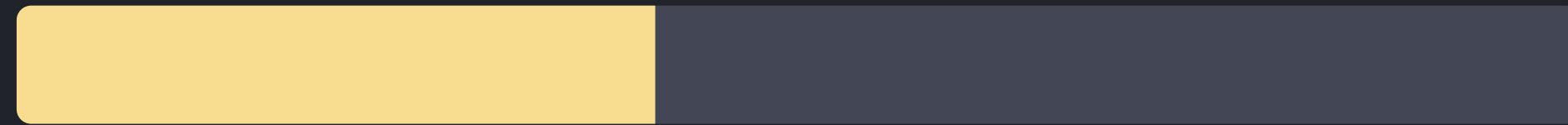
**A third** said work was happening, but not yet systematised.

**The rest** honestly acknowledged a significant gap between strategy and execution.

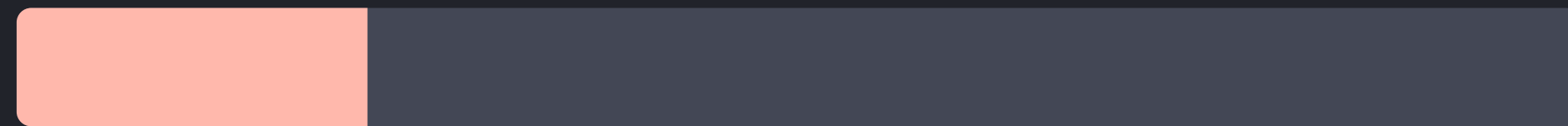
**We have structured rhythms: 46%**



**We have partially structured rhythms: 31%**



**We have no clear rhythms: 23%**



This divide matters more than it might appear.

The data suggests that weekly rhythm, the simple discipline of reviewing, deciding, and acting consistently, is one of **the strongest predictors of whether strategic priorities actually get delivered.**

# The teams with clear rhythms

The most effective teams share a few simple patterns:

- Short check-ins to surface blockers early
- Regular reviews that inform decisions
- Clear connection to priorities and roadmap
- Moments to reflect and recognise progress



*Performance marketing review, the team looks at ads across LinkedIn, Meta, and Google and fine-tunes audience, visuals, messaging, and CTA.*

*A weekly review of our yearly roadmap, we discuss where each initiative stands and what next steps we'll focus on. We're also good at calling out when we've done good work and pinpointing what made the difference.*



*Our week starts with a call to understand the priorities for the upcoming week. Friday call for 15 minutes to celebrate our successes. Weekly editorial content review to ensure we're evolving and moving in the right direction.*

What's notable about both of these descriptions is that the weekly rhythm serves two purposes simultaneously: **it drives forward progress on strategic work, and it creates the conditions for the team to function well.**

The 15-minute Friday celebration isn't a nice-to-have. It's what sustains momentum in a function that often operates without the clear wins and visible results that other teams take for granted.



# The invisible work (and why it matters most)

One response stands out as the most accurate description of what high-performing EB actually looks like on the inside:

**RR** Most weeks are spent less on visible campaign work and more on alignment, execution, and decision-making.

*We work closely with hiring teams, early careers leads, and business stakeholders to pressure test where demand is real and where EB effort will have the most impact.*

*The progress comes from small, continuous course corrections rather than big launches.*

*Much of the work is invisible but it is what allows the more visible activity to actually land and convert.*

**This is the work that never appears in award entries, LinkedIn posts, or case studies.** It happens in 1:1s, in Slack threads, in spreadsheets, and in difficult conversations with stakeholders who aren't yet convinced.

**The professionals who master this invisible layer are consistently the ones whose visible work performs.**

# The honest answers

Not everyone described a smoothly functioning weekly cadence:

**RR** We need to improve on this, candidly. We need **more focus, clarity, and accountability** on working toward well-defined team goals.

**RR** When you're trying to keep up with BAU activities with less-than-ideal resources, **carving out time to think about the future is a challenge.**

*But getting passionate team members to lead each topic, and keeping it top of mind with leaders, keeps the momentum going.*

**23% of respondents** acknowledge their weekly practices **aren't yet where they need to be.**

That's not a confession of failure rather it's a description of a profession that is honest about the distance between its ambition and its current operating model. **That gap is closeable. But it requires naming it first.**

## Quick Exercise: Track your actual week

**For one week, note how your team actually spent its time. Then compare that to your top 2–3 stated priorities.**

If the match is poor e.g. if the priorities you articulated in January are barely visible in your Wednesday afternoon then you don't have a strategy problem. You have a rhythm problem. And **rhythm problems are fixable.**



# Theme 6: Doing More with Less

*The architecture question*

07

# Doing more with less

Running beneath every other theme in this report is a structural challenge that rarely gets named directly in conference talks or thought leadership pieces: **the persistent, significant gap between the strategic ambition of employer branding and the resources available to pursue it.**

**45%** of the respondents are teams of one or two operating at enterprise scale, expected to deliver work that touches every part of the employee lifecycle, across multiple channels, geographies, and stakeholder groups.

**This is not a small operational inconvenience.**

It is a fundamental strategic constraint, and how individuals respond to it shapes almost everything about what they're able to achieve.



# How other teams are solving this

The resourcing challenge was reframed by a respondent not as a problem to solve but as an architectural design question:

**RR** *How to do more with less: can we give our TA team frameworks, templates, and clear processes that will empower them to do 80% of the work to support BAU needs, while we support with strategic advisory and brand and marketing planning, arguably the most critical, highest-impact work?*

This is not delegation.

**It's capability distribution:** building the infrastructure so that employer brand quality can be maintained across a wider group of people without requiring central team bandwidth for every execution.

**It treats the EB team as a centre of excellence rather than a delivery function, and it creates scalability that headcount alone can never provide.**

# The AI multiplier

The most effective lean teams use AI as a practical survival tool to handle the **first 60–70%** of a task (research, first drafts, formatting, data synthesis), then applying their own expertise to the part that actually requires judgment.

**RR** *I use AI all day long! To do research, write copy, draft presentations and business cases, even define strategy. It gets me started so I'm using my knowledge and experience to refine and perfect it. It doesn't replace the thinking; it removes the friction that used to sit between the idea and the output.*

## MAVEN: AI grounded in your real content

MAVEN	Generic AI
✓ Pulls directly from Martec OS, grounding input in your employee stories and assets.	✗ Generates content from external training data and can hallucinate.
✓ Uses your brand guidelines for on-brand and consistent voice	✗ Does not adhere to brand guidelines, EVP or tone of voice.
✓ Angles content based on your EVP, candidate personas and people-led content.	✗ Has no understanding of EVP, candidate personas or people-led content.
✓ Links every output back to it's source and operates within rules set by you.	✗ Provides no source citations or audit trail and can deviate from rules set by you.
✓ Every output connects to your content ecosystem, scheduling and distribution.	✗ Requires manual copy/paste with no connection to your library & publishing tools.

[Download our free guide](#) on how 1 video can be turned into 5 weeks of content.

# How The Martec approaches this

**The Martec enables content creation beyond the EB team.**

Through MAVEN, teams like L&D, marketing, and regional HR can **self-serve people-led content** within clear guardrails.

The **EB team stays in control of quality and governance**, while execution scales across the organisation.

## Teams using The Martec see

**70%**  
reduction in cost  
per video asset

**1–2 FTEs**  
avoided or redeployed  
per region

**\$150K+**  
annual agency  
savings



# The stakeholder investment

For professionals building EB capability from scratch, or rebuilding after restructure, **stakeholder investment is the foundational work that everything else depends on.**

You cannot activate an EVP, run employee advocacy programs, or justify measurement investment without internal buy-in.

**What this looks like in practice:**

- Consistent internal communication
- Making the work visible
- Building understanding over time

Several respondents are treating stakeholder buy-in as a core part of their role rather than a side task:

**PP** *Our focus is on communicating to as many stakeholders internally as possible about what we are doing, why we are doing it and how we are doing it. Share the info, spread the word, and increase their understanding every week!*



# If your **headcount** and **budget** stayed the same next year: what would you build?

The teams finding ways forward **aren't waiting for resources.** They are:

- Redesigning the work
- Building systems and templates
- Enabling other teams
- Using AI to extend their reach

**Scarcity, handled well, often forces the strategic clarity.**

It forces teams to focus, simplify, and build what actually scales.



# So what does all the data tell us? *Conclusion*

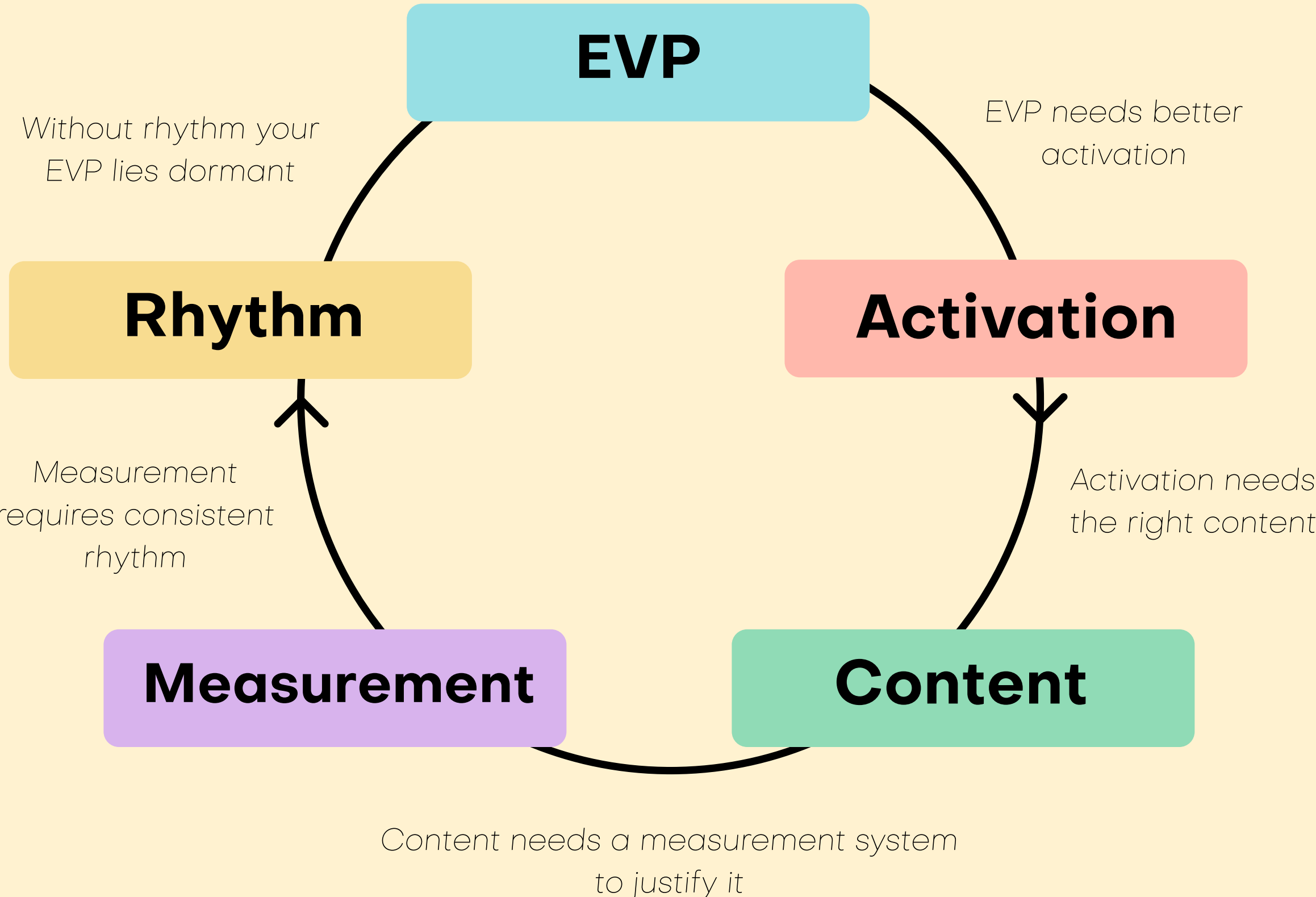
08

# What does all the data tell us?

48 practitioners. Honest answers.

This is a function that's ambitious, under-resourced, and doing more important work than it gets credit for.

What stands out is that the six themes aren't separate problems, **they're one connected challenge:**



# Five things effective practitioners are doing differently:

- 1 They treat the EVP as a living operating framework**  
Not as just a brand message but as a daily experience of work.
- 2 They are thinking about AI structure beyond efficiency**  
And how AI impacts how candidates find and evaluate employers.
- 3 They apply an editorial filter before making anything**  
And they're willing to kill any content that doesn't shift perceptions.
- 4 They protect their weekly rhythms**  
Because without them, strategy doesn't get delivered consistently.
- 5 They make their invisible work visible**  
To all stakeholders internally, and that earns them room to do more.

**Employer branding isn't a set of tactics. It's a system.**

# Where to start, depending on where you are

Find your situation. Start there.

Early Stage ←

→ Activation Stage

Small Team →

## If you're building your first EVP:

- Start with EVP and doing more with less
- Ground your EVP in real employee experience
- Build stakeholder relationships early
- Don't wait for perfect measurement

**Start before you feel ready**

## If your EVP already exists:

- Focus on EVP, content and weekly rhythm
- Activation only works with consistent effort
- Apply a clear editorial filter
- Activation only works with consistent effort

**Consistency beats creativity**

## If you're building strategic credibility:

- Focus on rhythm and measurement
- Plan for AI changing how candidates find you
- Consistently measure to build credibility
- Close the governance gap

**Credibility comes from measurement**

## If you're a lean team:

- Focus on doing more with less
- Utilise existing resources creatively
- Use AI & technology to scale
- Invest in building stakeholder buy-in

**Scale through systems, not headcount**

**45%**  
of teams are  
1-2 people

Mature Team →

**All six themes connect back to one question. It's uncomfortable. It's important. It doesn't get asked enough:**



*Is employer branding still being treated as a support function, reactive, tactical and campaign-led, or has it earned its place as a strategic discipline that shapes the employment relationship from attraction to alumni?*

The 48 people in this survey are doing the work of earning that place. Not perfectly. Not with enough resources.

But with a level of rigour, honesty, and ambition that deserves to be seen.

**The conversation continues. Keep it honest.**



# What to do next

You don't need to fix everything at once. Start with building out the system underneath your employer brand.

1

### Define what 'good' looks like

What does success mean for your employer brand at a leadership level?

2

### Build your weekly rhythm

Review, decide, act. Keep consistent rhythms to make sure your strategy lands.

3

### Make your work visible

Remember to take the time to share with stakeholders to earn trust and internal investment.

**Employer branding doesn't scale through more activity.**  
*It scales through better systems.*



# About The Martec

The Martec's mission is to make **storytelling easily accessible to everyone**, with no borders.

So that **every organisation can unlock the full power of authentic, people-led content** and ensure **employer branding teams are recognised** as the strategic infrastructure that made it possible.



# The Martec

Everything in this report from the content challenges, the measurement gaps, the resourcing squeeze to the EVP activation problem is something **The Martec was built to address.**

Not because we designed a platform and then went looking for problems to fit it. Because **we spent years talking to EB professionals and built what they kept telling us they needed.**

**The Martec is an end-to-end operating system for people-led storytelling.** Not a point solution. Not another tool in the stack.

**A single platform that connects the entire content lifecycle** so that nothing is wasted, nothing is duplicated, and EB teams can finally do the work at the scale the business needs.

# The Martec in Numbers

**70%**

reduction in cost per video asset

**\$1.5M+**

earned media savings generated (IBM)

**\$500K+**

agency fees saved (Sainsbury's)

**50-75%**

reduction in time per asset

**40-60%**

average increase in monthly content output

**2-3 days**

for campaign creation (cut from 4-6 weeks)



[See The Martec in Action](#)



# How The Martec maps to employer branding challenges

## Challenges you told us:

## How The Martec solves it:

**Our agency content is expensive, slow and hard to scale**

We replace agencies with a people-led content system that **produces more, costs up to 70% less per asset and gets more value from every asset** through intelligent repurposing across channels, formats, and audiences.

**We have limited capacity and can't add more headcount**

We give teams the tools, augments skills and workflows to **produce 40-60% more video, written, and advocacy content on average** without adding resources or needing to constantly upskill your team.

**Our current EB and content tools don't connect to each other**

We replace your separate tools for **content management, AI and advocacy with a single connected platform** reducing tech stack cost, complexity and friction.

**We have great content but we use it once and then it gets forgotten**

Our AI, MAVEN, surfaces, reuses and redistributes your forgotten content, **cutting campaign creation cycles by 50-75%** by using what you already have.

**We don't have a scalable system, we just collect what stories we can**

Our platform makes **identifying the right voices, collecting their stories and distributing them at scale across regions and functions** a systematic, global process.

**Our job descriptions are generic and aren't attracting good talent**

We pull directly from your EVP, employee stories and candidate personas to **create AI-powered job descriptions at volume that connect to your brand story.**

**Other functions need on-brand people-led content but can't access it without my support**

Our platform **opens up your content to the whole organisation (e.g L&D, Comms, Marketing, regional HR)** arming them with a self-service way to create or access content in a way you control.

**We filmed an amazing video but it's an expensive single use asset**

MAVEN can turn **every piece of content into many different types, repurposed into the right format, angle and for a specific audience** without starting from scratch every time.



## Want to know more?

We'll show you exactly how The Martec platform and MAVEN addresses the challenges you're navigating right now.



**[Book a call today](#)**

# Survey: Appendix



This study surveyed 48 practitioners globally. Thank you to everyone who participated for your patience and valuable time.

 Job Title:

- 1. Employer Brand: Manager/Leader: **48%**
- 2. Talent/Recruitment Marketing Manager: **27%**
- 3. Marketing, TA or Comms: **15%**
- 4. Employer Brand: Specialist: **6%**
- 5. Other: **1%**

 Type of organization:

- 1. Global organizations: **73%**
- 2. Single country organizations: **27%**

 Are you in charge of the EB function:

- 1. Directly Responsible: **88%**

Note: This report was produced from original survey data collected in early 2026. All respondents have been anonymised. Quotes reproduced with permission.

 By region:

- 1. Europe & UK: **50%**
- 2. USA & Canada: **34%**
- 3. Asia & Australia: **10%**
- 4. North Africa: **6%**

 Industry:

- 1. Tech: Consulting, Software & Services: **35%**
- 2. Manufacturing: **17%**
- 3. EB Agency: **17%**
- 4. Financial Services: **12%**
- 5. Retail & Consumer Services: **10%**
- 6. Other: **8%**

