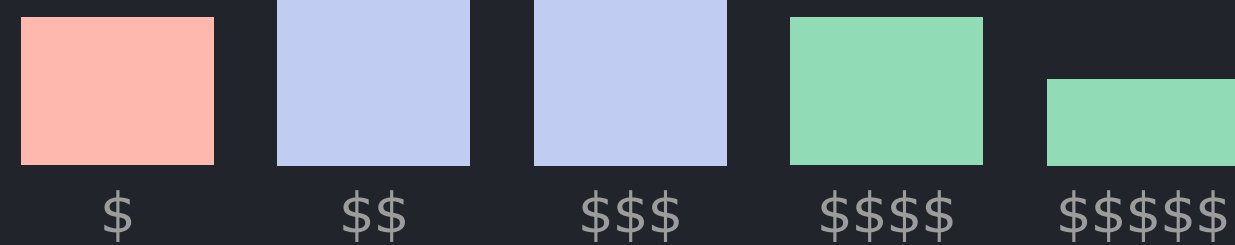# Benchmark Study: AI In Employer Branding 2024

The data-backed guide to help you assess your own AI adoption against your peers

You VS Your Peers

$ $$ $$$ $$$$ $$$$$

The Martec

Contents:

Are You ahead? *Or Behind?*

Of Your Talent Acquisition And Employer Branding Peers

01

The Martec

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Executive level findings from Jay Kipps:

Jay has led many major EB benchmarking studies over 2 decades of TA & EB experience:

The results from this survey were a surprise, even to me...

As you'll see, the integration of Artificial Intelligence (AI) into recruitment marketing and employer branding workflows is already taking place at a *rapid* speed.

Organizations (even government sectors!) are quickly adopting AI for clearly quantifiable, new competitive advantages.

The research shows the question is no longer if AI should be integrated into your EB and TA strategy but:

1) *How quickly can it be adopted?*
2) *How long will your competitive advantage last?*
3) *Are you being left behind?*

In this global benchmark study sponsored by The Martec, we surveyed close to 100 of the world's leading talent brand, talent acquisition, and senior leaders.

For me, practically, the **use cases** for AI talent marketing that floated to the surface were fascinating, and I hope you use these to your advantage...

88%

Have **already** budgeted for AI

Retail

Are **leading** on AI talent marketing adoption

An impressive **88%** of Talent Marketing professionals have already budgeted for AI or plan to do by 2025!

By any definition this is widespread investment — and underscores the recognition of AI's impact on how companies attract and engage top talent.

Industries are adopting AI into their workflows at different rates, but the overall trend is clear: high adoption across the board.

This year, AI adoption surged globally...

According to a recent global McKinsey study, 72% of organizations are now utilizing AI technologies.

Compare to their 2023 survey, where **NO** single region saw over 66% AI adoption rates...

However, in 2024, more than two-thirds of respondents across almost **every** region report that their organizations have integrated AI into their operations — a notable increase.

For organizations still deliberating, the message is clear: failing to allocate resources for AI now could leave you trailing behind competitors.

This is about future-proofing your organization. Companies holding off AI adoption for too long maybe missing out on attracting the best workforce for their 'tomorrow', with consequential downstream consequences for businesses.

Eric Glyman ✔ 📧
@eglyman   𝕏

AI is no longer a toy. 1 yr ago only 40% of businesses that bought an AI products were still paying a year later. Now 70%+ are. Retention is getting strong.
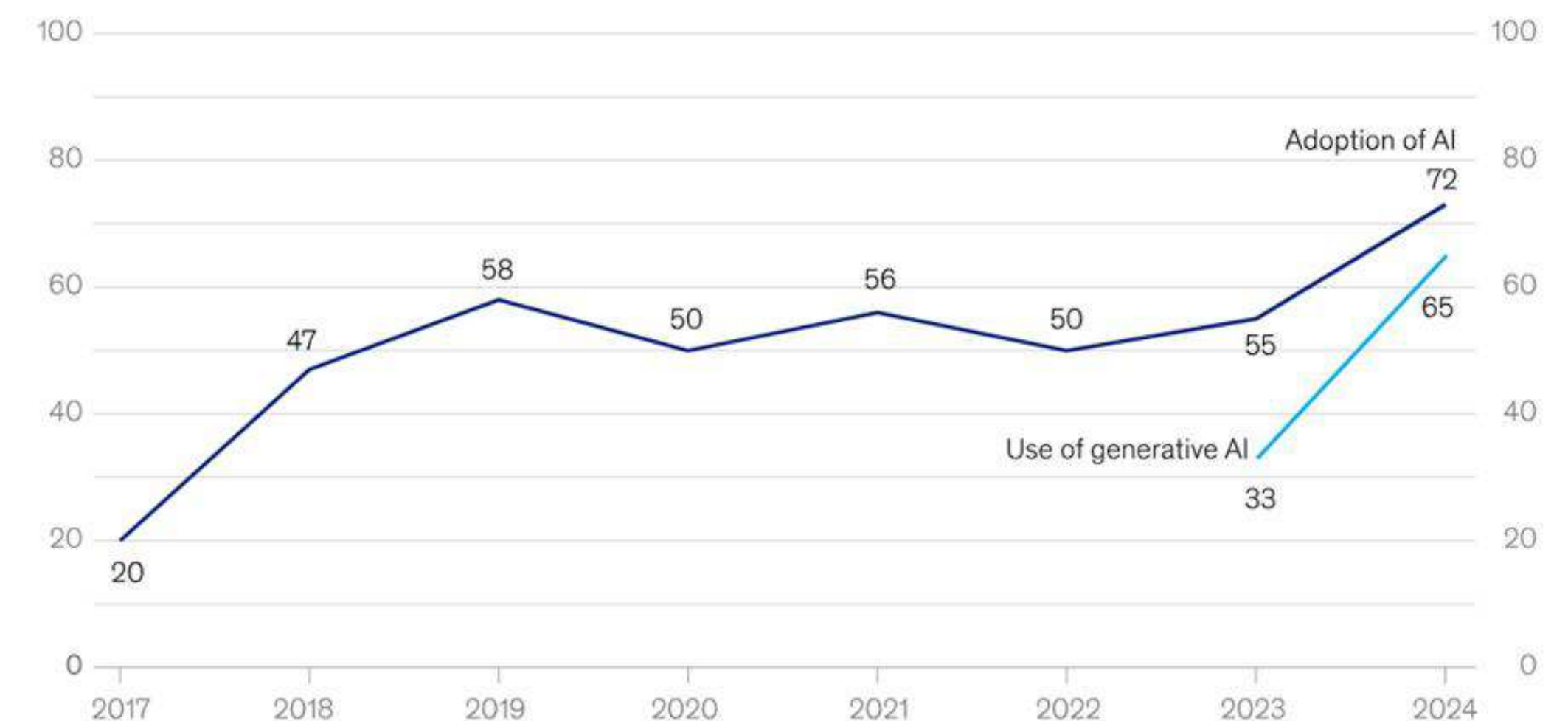
❤ 336

72% 🤖

Of organizations are **already** using some kind of AI technology.

AI adoption worldwide has increased dramatically in the past year, after years of little meaningful change.

Organizations that have adopted AI in at least 1 business function,[1] % of respondents

[1]In 2017, the definition for AI adoption was using AI in a core part of the organization's business or at scale. In 2018 and 2019, the definition was embedding at least 1 AI capability in business processes or products. Since 2020, the definition has been that the organization has adopted AI in at least 1 function. Source: McKinsey Global Survey on AI, 1,363 participants at all levels of the organization, Feb 22–Mar 5, 2024

McKinsey Global Survey on AI, 2024

How Your Peers Are Budgeting For AI
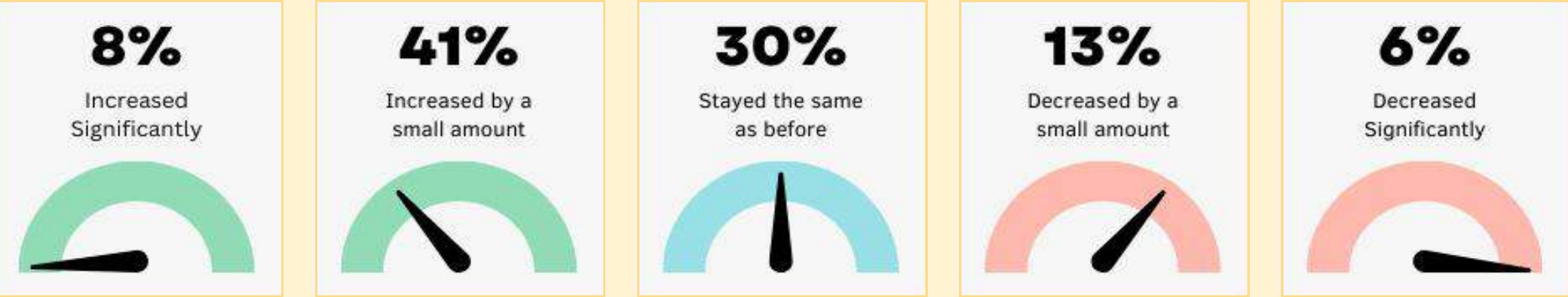
In The EB And TA Industry

02

The Martec

The overwhelming consensus from TA & EB leaders is YES most are already budgeting for AI.

In fact **87%** of professionals surveyed said they have budgeted to add AI into their Employer Brand and Recruitment Marketing workflows in 2024 or 2025.

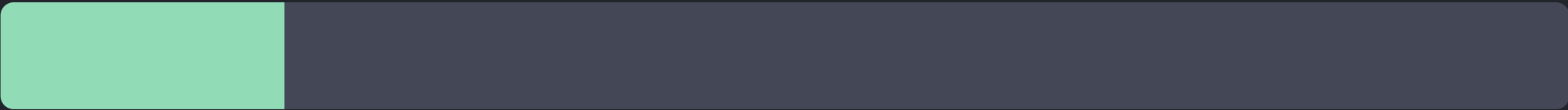## Has your Employer Brand budget changed VS last year?

8%	41%	30%	13%	6%
Increased Significantly	Increased by a small amount	Stayed the same as before	Decreased by a small amount	Decreased Significantly

*3% weren't sure

Have you budgeted to add AI to your Recruitment Marketing or EB strategy?

Have or will in 2024: 68%

Plan to in 2025: 19%

Not sure: 9%
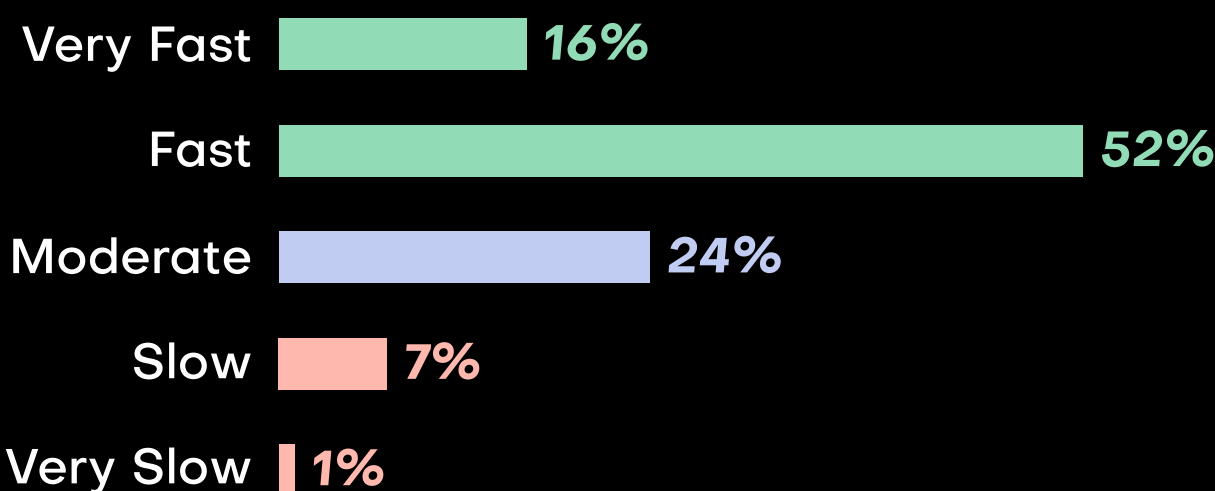
No, and have no plans to: 4%

AI adoption by industry
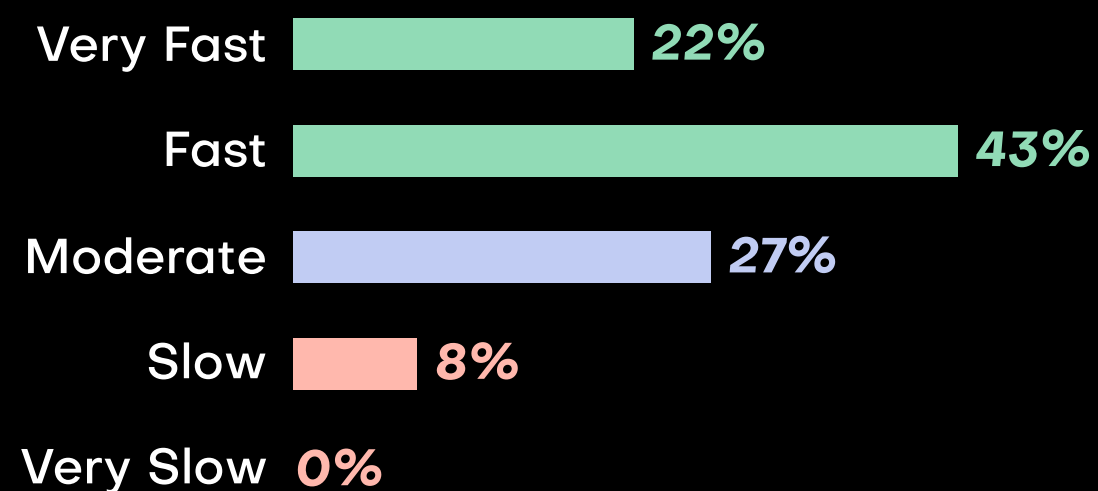
Even the Government sector is adopting AI at an incredible pace!

⚡ *Top industries adopting AI 'fast' or 'v fast':*
1. **Retail & CPG:** 68%
2. **Media & Entertainment** 65%
3. **Telecommunications:** 63%
4. **Healthcare & Life Sciences:** 62%
5. **Financial Services:** 58%
6. **Energy:** 54%
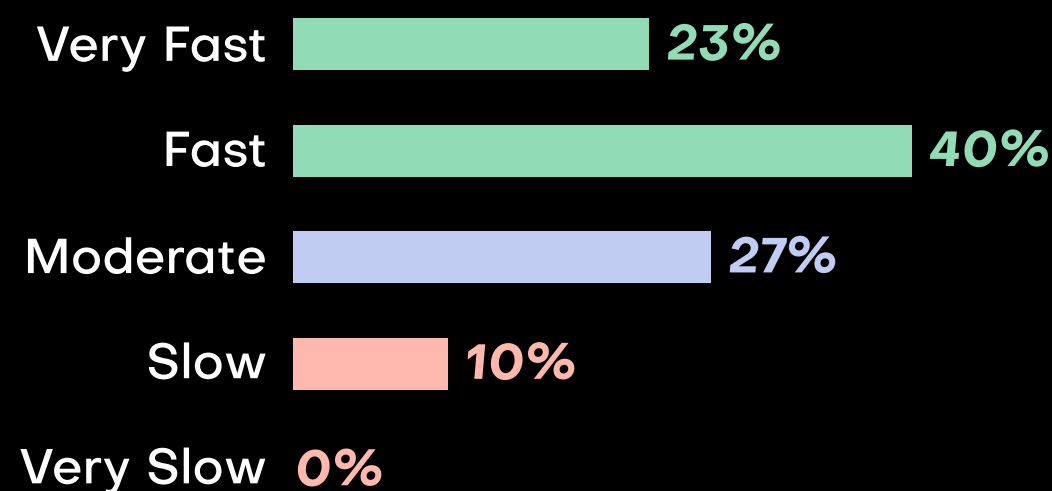7. **Manufacturing:** 50%
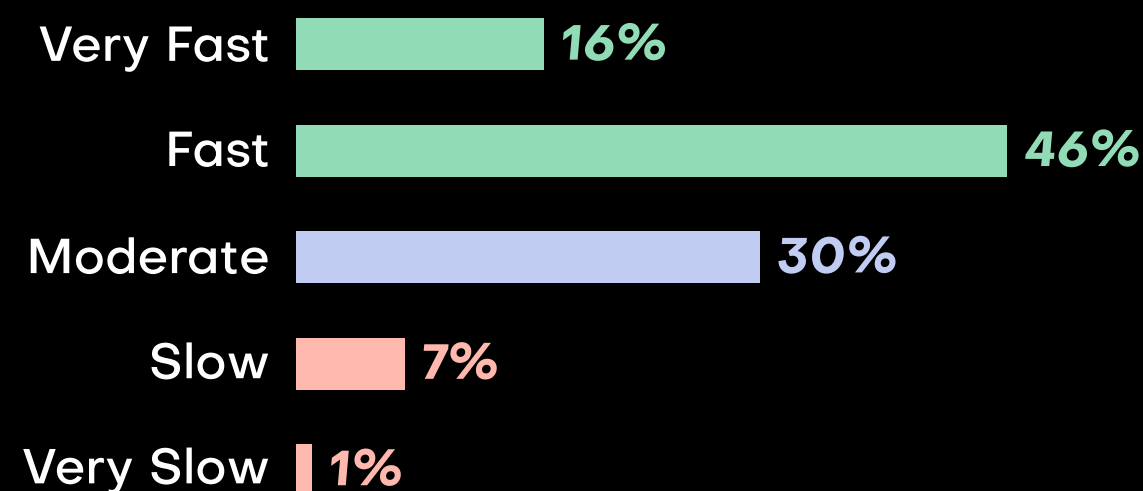8. **Government & Public Sector:** 44%

1. Retail & CPG

Very Fast	16%
Fast	52%
Moderate	24%
Slow	7%
Very Slow	1%

2. Media & Entertainment

Very Fast	22%
Fast	43%
Moderate	27%
Slow	8%
Very Slow	0%

3. Telecommunications

Very Fast	23%
Fast	40%
Moderate	27%
Slow	10%
Very Slow	0%

4. Healthcare & Life Sciences

Very Fast	16%
Fast	46%
Moderate	30%
Slow	7%
Very Slow	1%

5. Financial Services

Very Fast	17%
Fast	41%
Moderate	33%
Slow	9%
Very Slow	0%

6. Energy

Very Fast	17%
Fast	37%
Moderate	23%
Slow	23%
Very Slow	0%

7. Manufacturing

Very Fast	20%
Fast	30%
Moderate	27%
Slow	22%
Very Slow	1%

8. Government & Public Sector

Very Fast	7%
Fast	37%
Moderate	37%
Slow	7%
Very Slow	0%
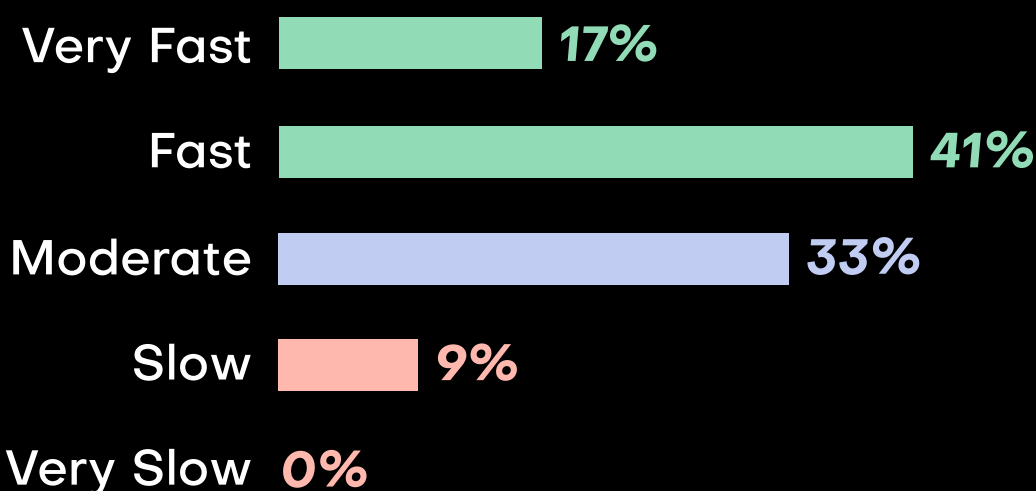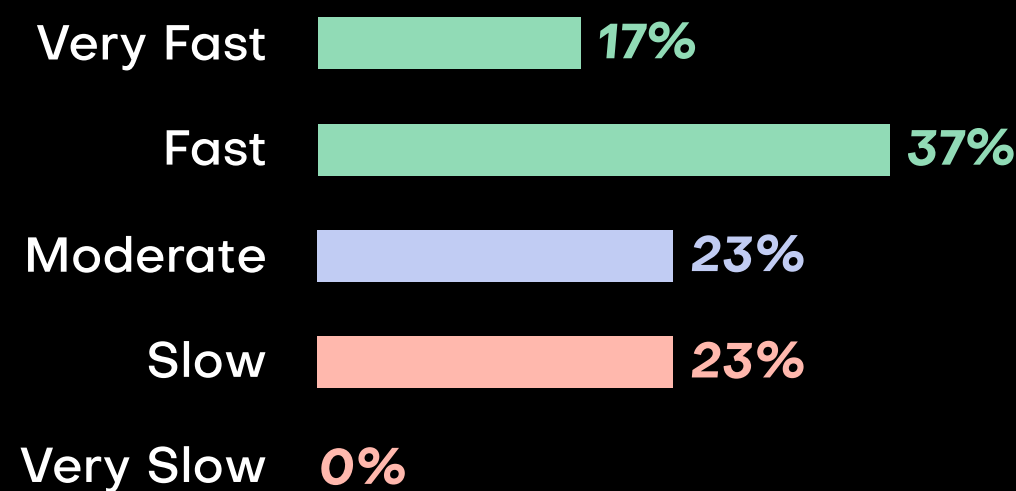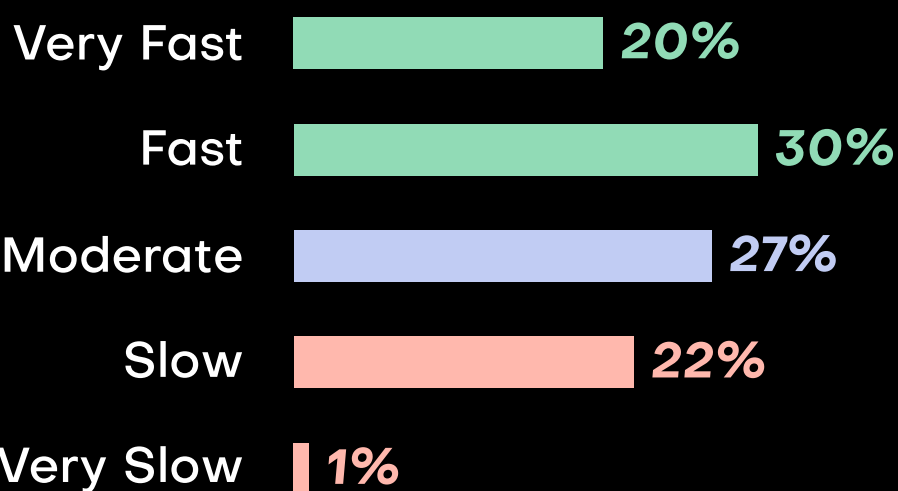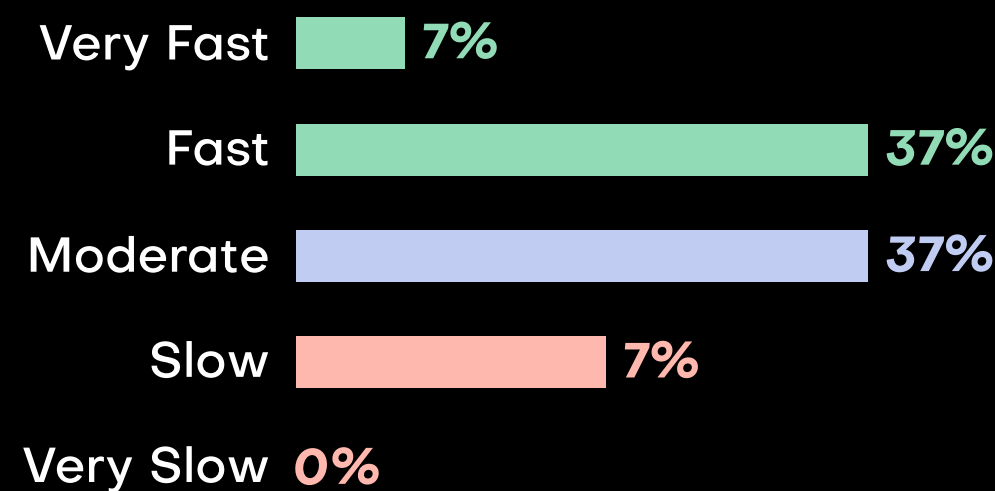
How Your Peers Are using AI As A Cost Reduction Strategy

In The EB And TA Industry

03

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AI is seen as a key driver for cost efficiency in Talent Acquisition and Employer Branding...

86% of EB leaders say they are planning to reduce overall recruitment marketing costs with AI.

These cost reduction strategies are further reflected in a recent MIT study showing **26-50%** of employers are expecting to see a **48%** gain in efficiencies with AI within the next 2 years.

By automating repetitive tasks and optimizing workflows, AI is allowing companies to achieve more with less, positioning them for long-term financial sustainability.

How much efficiency gain will AI bring your industry in the next 2 years?

Up to 25%	20%
26-50%	48%
51-75%	31%
76-100%	2%

MIT Technology Review Insights Survey, 2023

Are you planning to use AI to reduce Employer Branding costs?

Have or will in 2024: 86%

No, and have no plans to: 9%
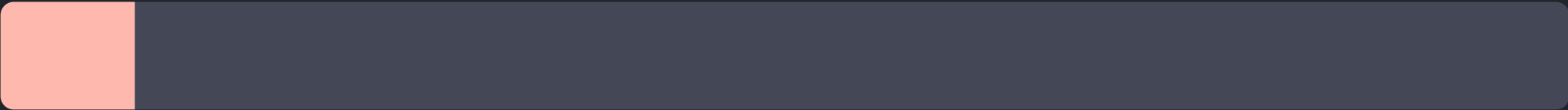
Not sure: 3%

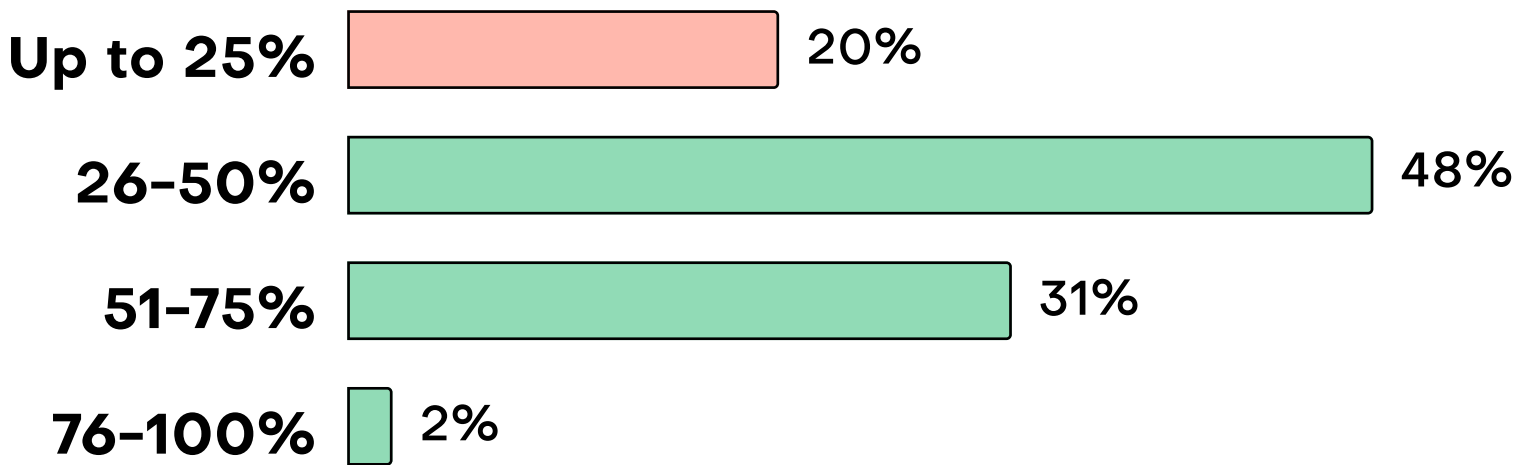**Not permitted to use AI yet: 2%**

Across ALL those surveyed:

73% are looking to cut headcount costs, with **31%** expecting to realize these savings within the year.

However, looking at only large orgs with over 10k employees:

Interestingly **80%** are **NOT** planning to use AI to reduce headcount costs.

Thus most big employers are **NOT** cutting back on their staff.

In fact embracing, training and empowering staff with AI tools early was seen as key to making staff indispensable — and only more productive moving forward.

We agree: not integrating and up-skilling with AI early will be harder in the long term for staff.

Also, using AI to reducing the need for **additional** staff (by making current staff more efficient) was mentioned as a strategy by some of those surveyed on follow-up.

Are you planning to use AI to reduce headcount?

Have or will in 2024: **72%**
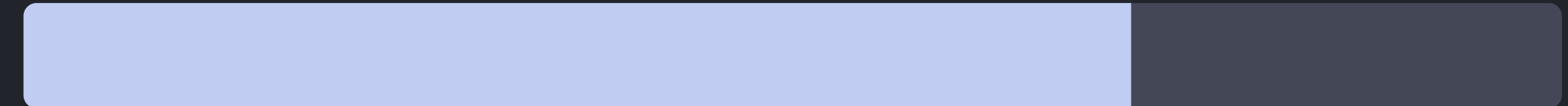
No, and have no plans to: **20%**

Not sure, or not permitted to use AI: **8%**

However, 80% of 10k+ employee sized companies are NOT planning on reducing headcount.

How Your Peers Are Using AI For ROI, Savings & Strategy

In The EB And TA Industry

04

The Martec

The financial impact of AI adoption is already being felt across the industry...

According to the survey, **30%** of employers have realized significant saving, ranging from **$100,001 to $500,000** due to AI-driven modernization in their Recruitment Marketing workflows.

31%

of EB and TA leaders who already use AI have already seen *significant savings* ranging from:
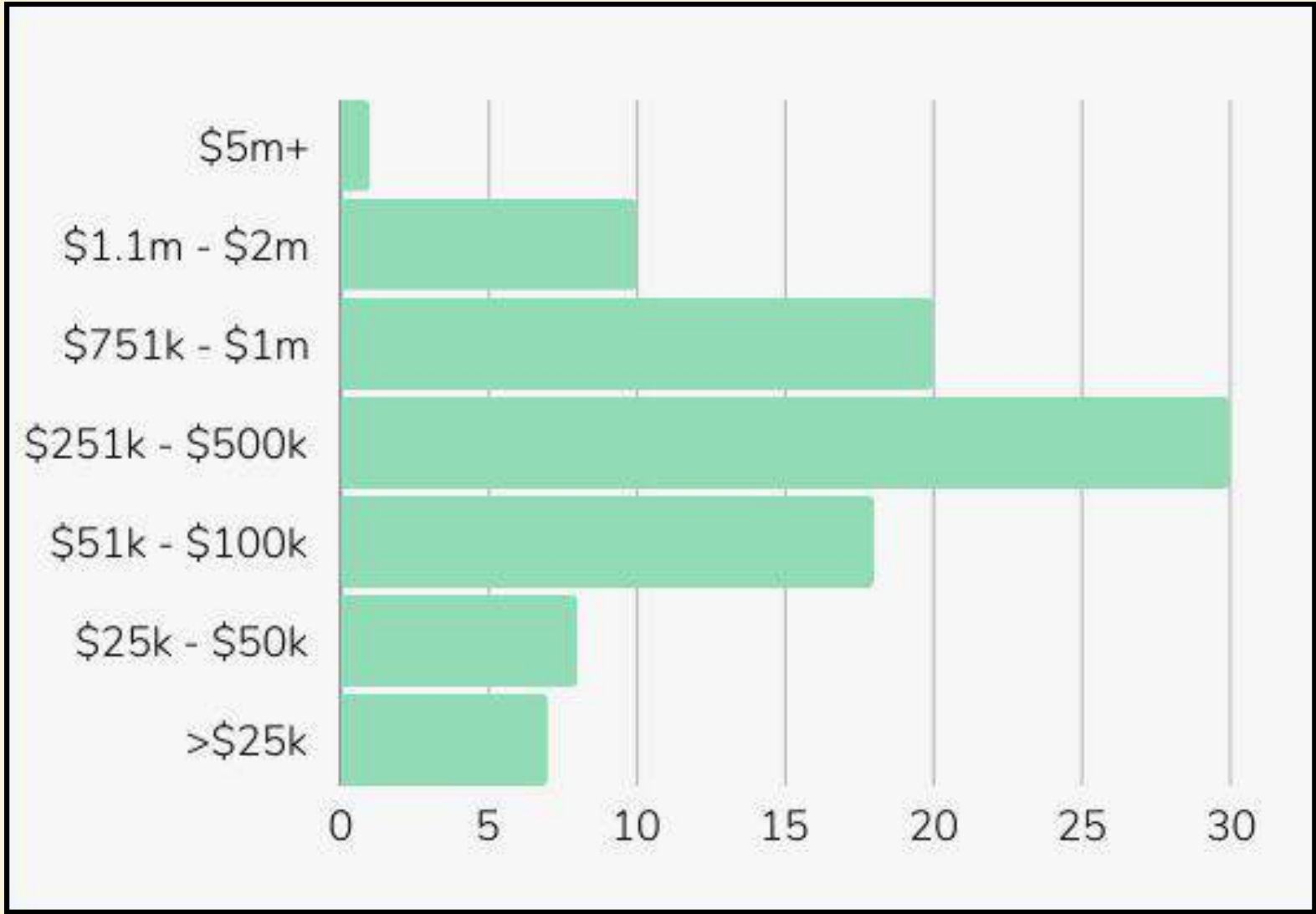
$100k to $500k USD!

The reported savings from AI in talent marketing are remarkable. With 75% of those surveyed reporting positive savings...

These savings are not just theoretical but are being **actively** realized across the board — explaining perhaps why the pace of AI adoption is currently so rapid.

As AI continues to mature, these savings are expected to **grow**, providing an even greater return on investment for early adopters.
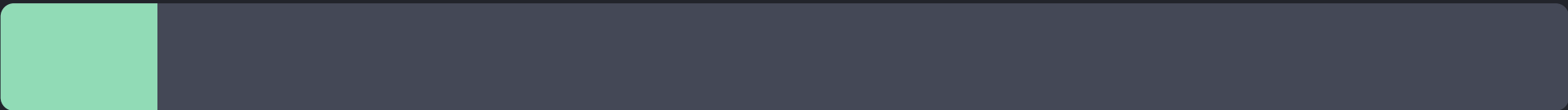
Recruitment Marketing budgets of those surveyed:

Note: 6% weren't sure on their budgets

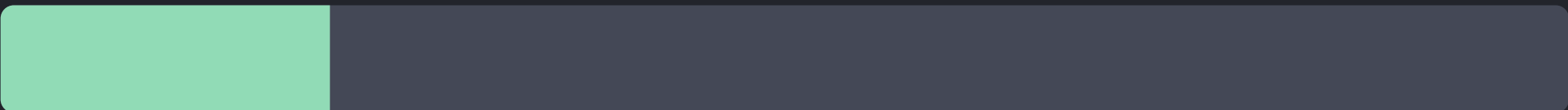## How much money have you saved integrating AI into your EB so far?

Over $500k: 10%

$100k to $500k: 31%

$50k to $100k: 21%

$10k to $50k: 7%
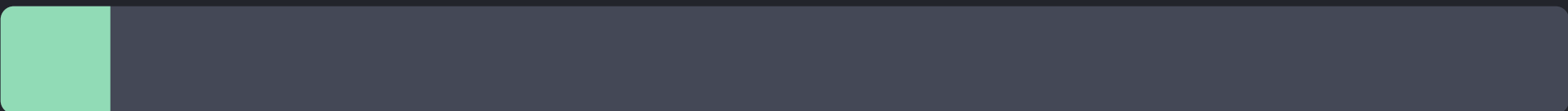
Under $10k: 6%

Nothing or not sure: 25%

How do you perceive your orgs competitiveness in Talent Marketing after implementing AI in your EB?
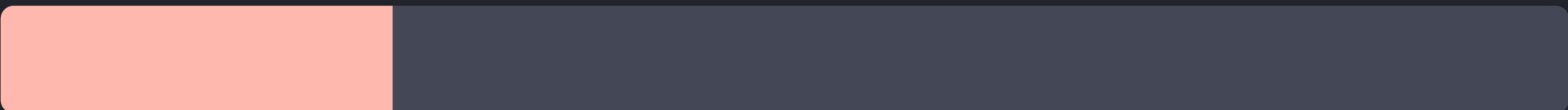
Talent Marketing AI has improved organizations' competitiveness in 52% of cases!

With over half of the organizations seeing an improvement, AI is having a fast and positive effect on Talent Marketing competitiveness.

And with **85%** of respondents seeing either highly positive change — or at worst no change overall — AI for Talent Marketing is a low risk-to-reward investment.

Much more competitive: **10%**

More competitive: **42%**

No change: **31%**
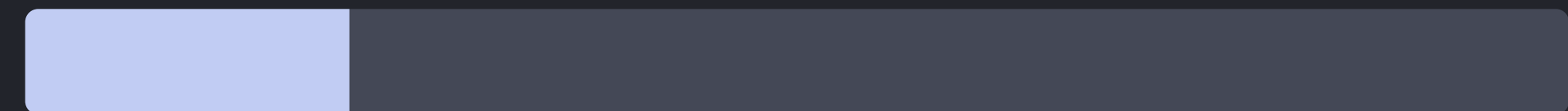
Less competitive: **6%**

Much less competitive: **3%**

NA or not sure: 8%

What Employer Brand Projects Are Your Peers Planning On Using AI For?

05

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Interesting insights per EB project...

AI adoption varies significantly:
· Employee Written Content **(48%)** and Recruiter Enablement **(45%)** have the highest planned AI adoption rates.
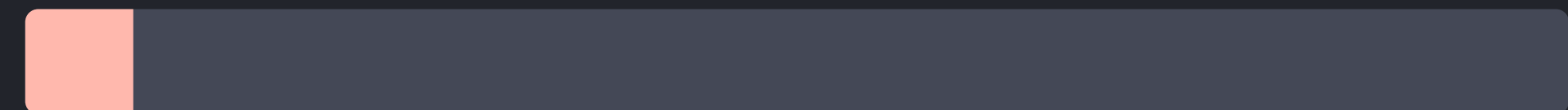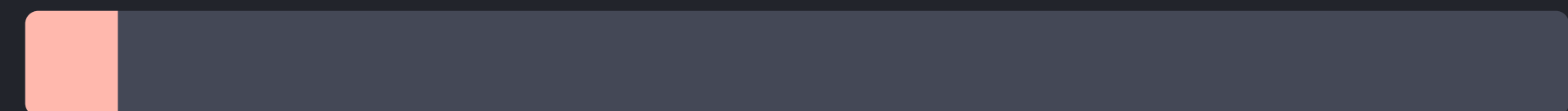· EVP Refresh/Activation **(13%)** and Onboarding **(22%)** have the lowest.

Uncertainly:
· EVP Refresh/Activation **(62%)** and Onboarding **(60%)** have the highest levels of uncertainty, suggesting early adaptor competitor advantage opportunity, or lack of understanding on AI use cases.

High employee content creation adoption:
· There's a strong interest in using AI for content creation, with high adoption rates for Employee Written Content **(48%)** and Employee Video Content **(45%)**

Job Descriptions are on the fence:
· With the most balanced distribution across all three categories (**32%** will use, **31%** won't use, **35%** unsure) — clearly there are diverse opinions on AI's role here.

In the next 12 months which projects are you planning on using AI for?

Project	Will use AI	Won't use AI	Unsure
EVP Refresh or Activation	13%	24%	62%
Job Descriptions	32%	31%	35%
Employee Video Content	45%	53%	
Employee Written Content	48%	43%	9%
Career Site Refresh	43%	46%	11%
Recruiter Enablement	45%	29%	26%
Candidate Experience	42%	46%	12%
Onboarding	22%	25%	60%

Will use AI   Won't use AI   Unsure
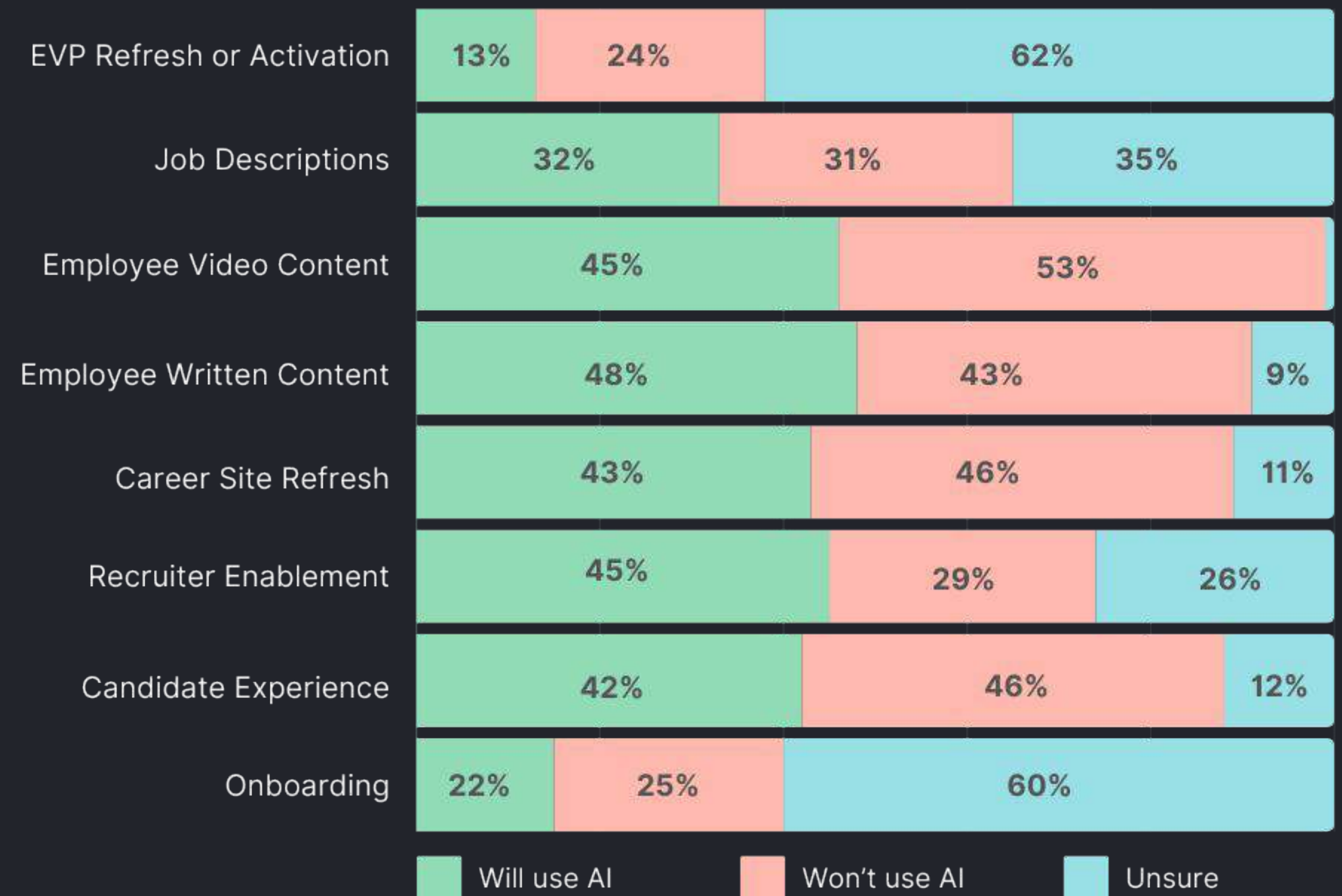
Interesting insights continued...

Candidate-facing processes:
- Career Site Refresh **(43%)** and Candidate Experience **(42%)** show high AI adoption plans, suggesting a maturing space with laggards set to be left behind.

Strategic vs. operational tasks:
- There seems to be more of an immediacy to use AI for operational tasks (e.g., content creation, job descriptions) compared to strategic tasks (e.g., EVP Refresh) — which are currently likely more manually done, or less understanding of AI use cases for EB.
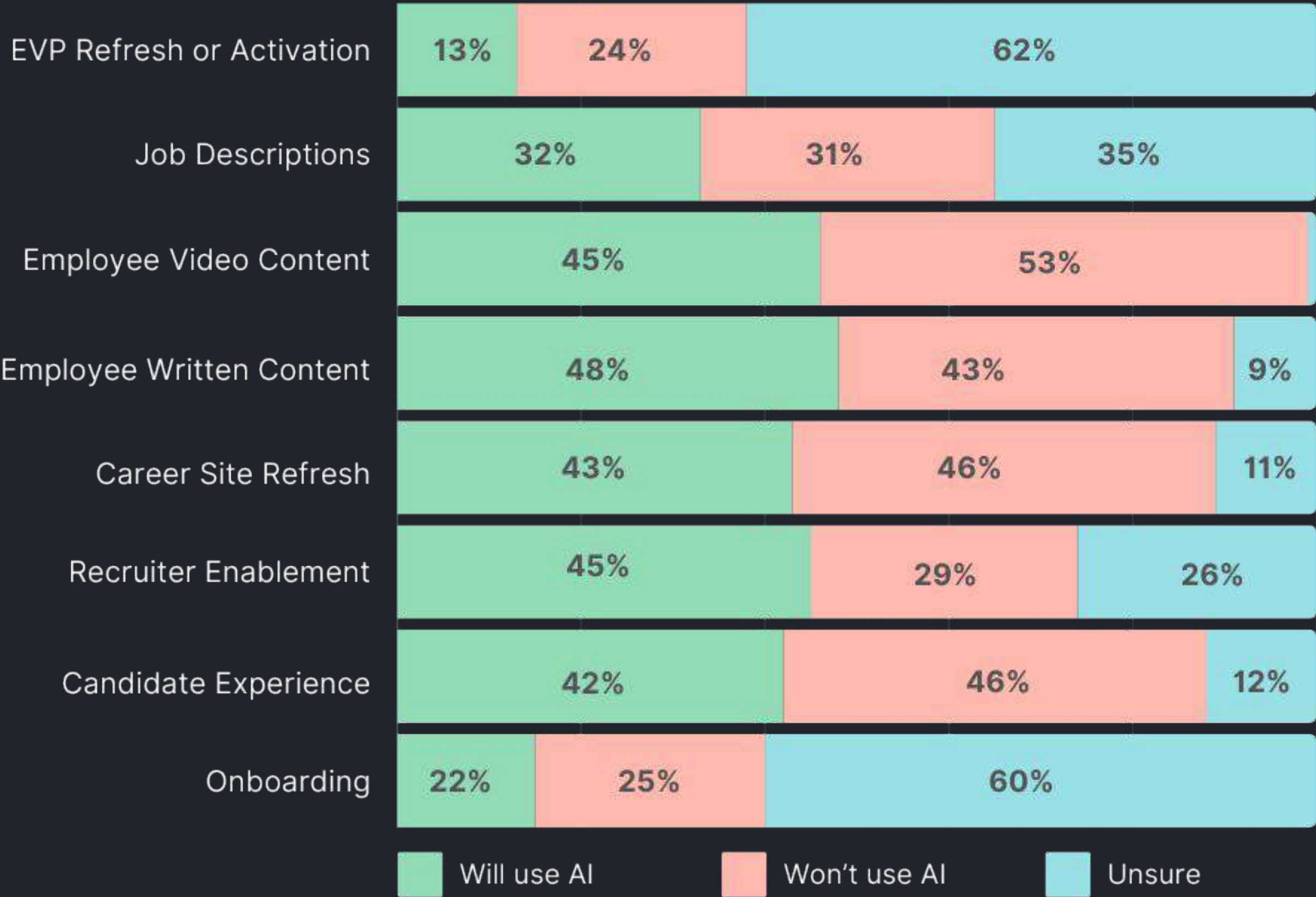
Resistance to inauthenticity:
- Employee Video Content has the highest percentage **(53%)** of respondents not planning to use AI. Post survey research suggest this was more referring to *inauthentic* video generation. The use case for operationally gathering *authentic* video faster with AI on the other hand is very positive.

Opportunity for first-movers looking for an edge:
- The high levels of uncertainty in some areas suggest a huge opportunity for organizations that feel pain here, and are open to AI solutions, but may not know what those are yet.

In the next 12 months which projects are you planning on using AI for?

	Will use AI	Won't use AI	Unsure
EVP Refresh or Activation	13%	24%	62%
Job Descriptions	32%	31%	35%
Employee Video Content	45%	53%	
Employee Written Content	48%	43%	9%
Career Site Refresh	43%	46%	11%
Recruiter Enablement	45%	29%	26%
Candidate Experience	42%	46%	12%
Onboarding	22%	25%	60%

How Your Peers Are Using AI For Employee Engagement

06

The Martec

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Employee engagement is a major problem. According to Gallup only 32% of all employees on average are engaged at work:

The consequences of a disengaged workforce are immense, with staff more likely to leave, work fewer hours, and do less quality work costing large organizations billions of dollars:

J.R. Rowenhorst
@jrrowenhorst · Follow

A highly engaged workforce has been found to boost profitability by 21%, while other research indicated that disengaged workers can cost businesses as much as $550 billion a year.
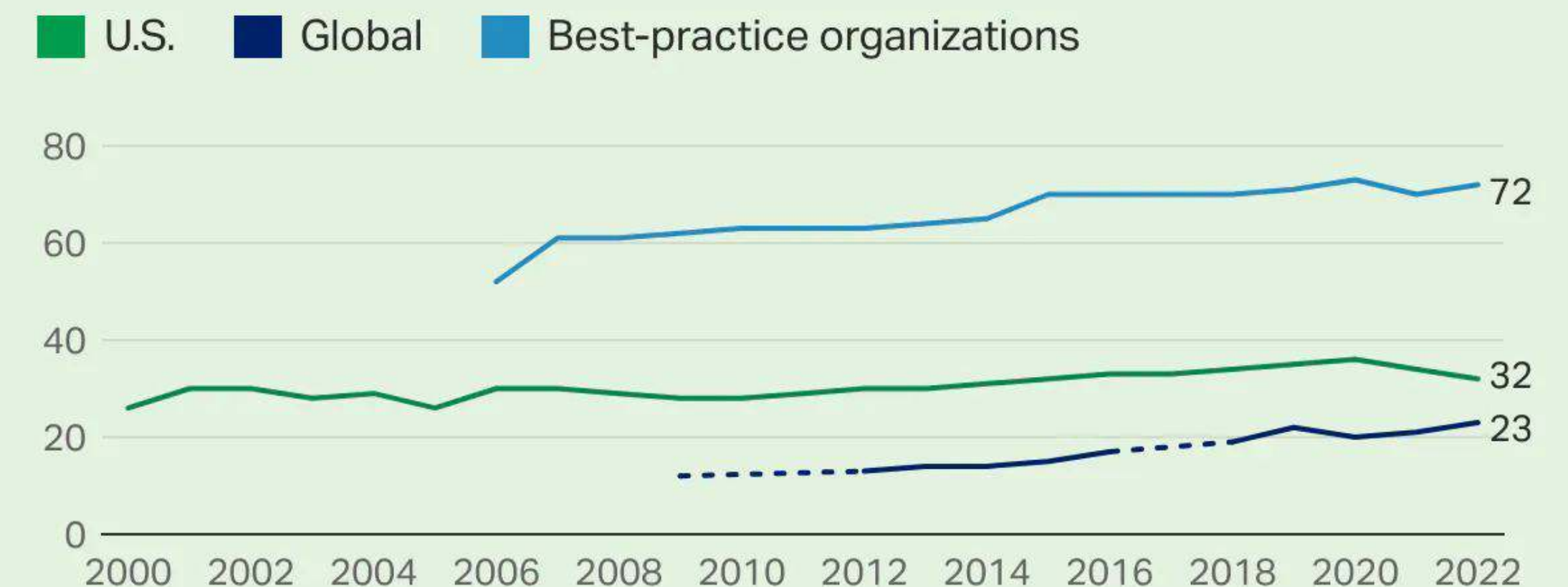
forbes.com/councils/forbe...

9:31 AM · Aug 27, 2024

Forbes on employee engagement

Annual Employee Engagement in the U.S., World and Best-Practice Organizations

% Engaged

- U.S.
- Global
- Best-practice organizations

Gallup does not have global engagement data for 2010, 2011 or 2017. Percentages for those years are included in the chart to connect other data points. Percentages for best-practice organizations are average percentages of engaged employees across annual Gallup Exceptional Workplace Award winners; percentages reflect the year that Gallup collected the winners' engagement data — not the year that Gallup named the award winners.

GALLUP

*There is an **enormous** difference between engagement at best-practice organizations (72%) vs the average of (32%).*

The survey revealed an incredible 65% of orgs saw an improvement in employee engagement when using AI for Talent Marketing

This is a significant development. One of AI's core use cases in Talent Marketing is better employee participation and engagement.

Identifying the right employees, and more personalized prompting, and scaling EGC is clearly helping employees feel more connected to the company conversation.

This is clearly a great use case for AI Talent Marketing with big bottom line implications.

Adam Grant ✓
@AdamMGrant · Follow

#1 driver of engagement isn't having a best friend at work or using strengths. It's pride in the organization:
fastcompany.com/3069200/heres-...
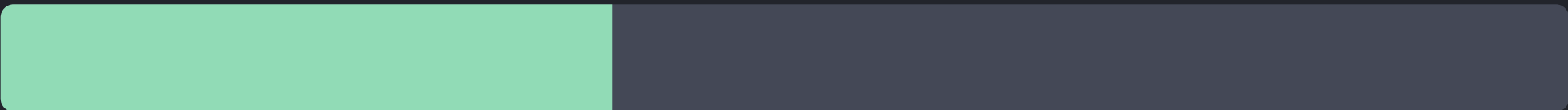
10:07 PM · Apr 11, 2017

❤ 270   💬 Reply   ⬆ Share

Fast Company on employee engagement

How has AI impacted employee engagement across your Employer Branding initiatives?

Increased significantly: **26%**
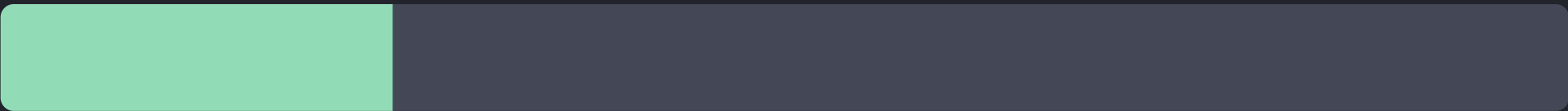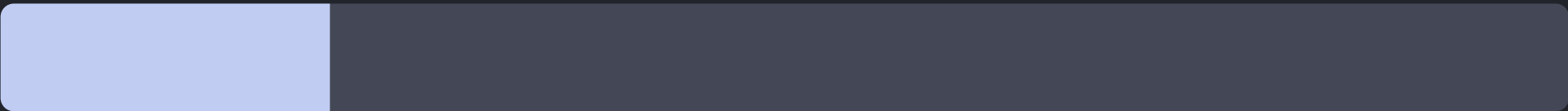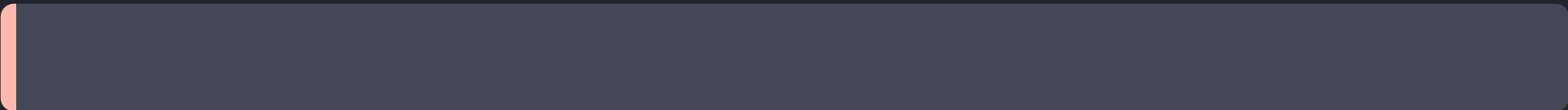
Increased somewhat: **39%**

No change: **21%**

Decreased: **1%**

NA or not sure: 13%

*Only **1%** saw a decrease in employee engagement from using AI!*

A note from the author, Jay Kipps:

Only 1% saw a decrease in employee engagement from using AI.

Such a broad and significant impact to employee engagement is rare.

Whether you're facing **good** times (growth, scaling) or navigating **tough** times (restructuring, layoffs), this demonstrates the critical importance of Talent Marketing AI.

It is not to be misunderstood as a nice-to-have; but foundational for any business that wants more staff engagement, connection and communication.

If you're as intrigued by these findings as I am, let's discuss:

Book A Time With Jay 👋

65%

Increased
Employee Engagement

1%

Decreased
Employee Engagement

How Your Peers Are Using AI For Employee Advocacy

07

The Martec

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==Employee identification== in employee advocacy programs is seen to be a major, early use case for AI.

The survey found that **94.5%** have included employee advocacy in their Recruitment Marketing strategy. And **43.1%** plan to increase their focus on this area in 2025.

Some major reasons for advocacy program failure are:

1. No employee buy-in
2. Top-down approaches
3. Overly scripted content

Leaders are seeing AI help to address (1) and (2) here by identifying and activating the best employee advocates using publicly available data.

82% of leaders are either currently already doing this, or considering it.

What's interesting here is there is clearly a competitive edge on this use case for those 'in the know' early adopters. Only **11%** of Employer Branding leaders would **NOT** consider doing this.

Are you using AI to identify employees who would make good ambassadors for your Employer Brand?

No, but this is something we would consider doing: **47%**

Yes: **35%**
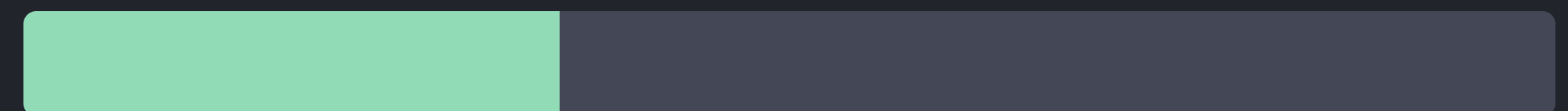
No, and have no plans to: **11%**
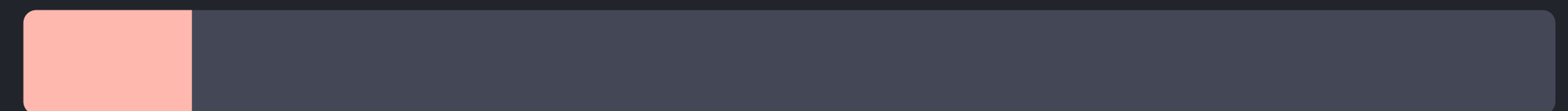
We can't use AI right now: **4%**

Not sure: **3%**

How Your Peers Are Using AI For Employee Generated Content (EGC)

08

The Martec

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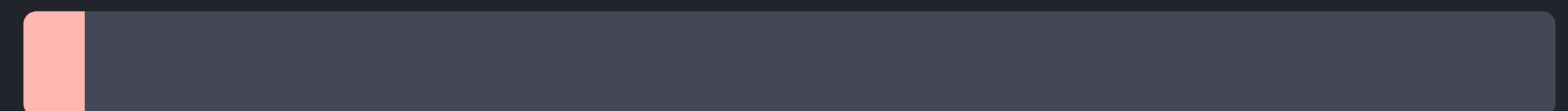# AI-assisted employee-generated content has the ==highest adoption rate== by EB and TA leaders. Likely due to it being a first mover use case...

AI is being used to assist time-poor employees create and share content quickly, while staying highly personalized.

Rather than replacing employee input, all AI vendors were aimed at helping humans contribute more easily.

The Rise Of Employee Written Content:
Both video and written EGC have high adoption rates, with leaders equally planning to adopt AI in written EGC **(79%)** and video applications **(78.8%). 40%** already are using AI for video vs **30%** for written.

Recruiter Enabled Content Creation:
93.1% of employers either plan to enable — or are already enabling — recruiters to create their own content with AI assistance e.g. Job Description generation.
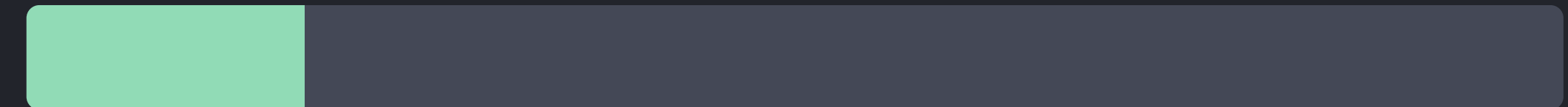
Increased Employee Engagement:
The survey reveals that **38.9%** of employers have seen increased employee engagement through using AI, with **26.4%** enjoying significant boosts.

Are you planning on using AI to help create employee-generated written content?

Yes. Or we are planning to in 2024: **61%**

No, but we are planning to in 2025: **18%**

No, and have no plans to: **14%**
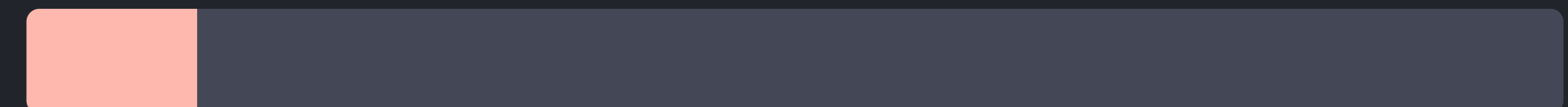
NA or not sure: 7%

Early Adopter EGC Insight: *Although both written and video have high adoption, interestingly employers are looking at adopting* *WRITTEN* *EGC at the same rate as* *VIDEO* *EGC.*

Speaking to several of those who completed the survey this was due to better employee engagement with the written medium as not all employees want to be filmed.

Interesting as most AI employee content vendors focus on video only.

Using AI to assist employees in creating more content is proving to be a game-changer for EB...

With **58%** of respondents already reporting improved content performance, and **23%** of those seeing significant improvements.

Looking ahead, we expect to see more organizations leveraging AI for sophisticated candidate segmentation and personalized EVP messaging. The focus should be on strategic AI integration to create more compelling employer branding narratives.

AI is becoming indispensable. Employer Branding teams effectively harnessing its potential are clearly seeing tangible improvements in attracting and engaging talent.

How much has AI improved the performance of your Employer Branding content?

Improved significantly: 23%
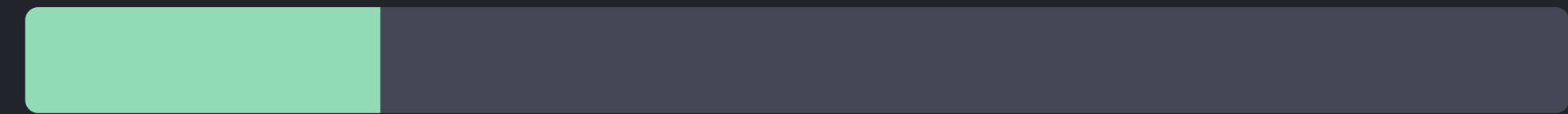
Improved somewhat: 35%
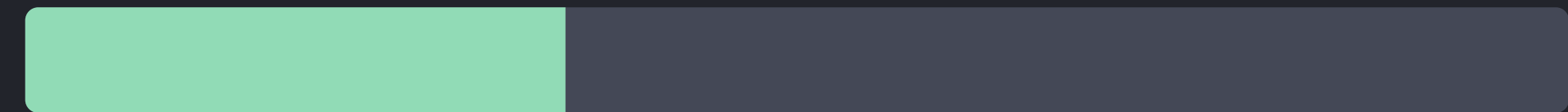
No change: 24%

Decreased: 6%
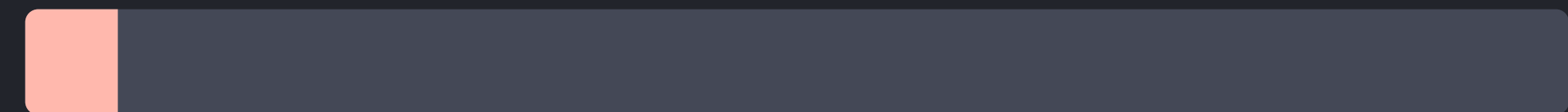
NA or don't track performance: 12%

58%
of organizations saw improved content performance with AI Talent Marketing!

How Your Peers Are Using AI For Recruitment Marketing Content Approval

09

The Martec

The data shows Talent Marketers that use AI to automate content approvals have a measurable competitive advantage...

The survey shows that **36%** of employers have automated between **31-40%** of their recruitment marketing processes.

While **26.4%** have automated **21-30%.**

This level of automation not only streamlines operations but also frees up valuable time for Talent Marketers to focus on more strategic tasks.

Additionally, Talent Marketers who use AI to help automate content approvals are gaining a clear competitive advantage.

Those using AI are **twice as likely** to benefit from a streamlined content approval process, reducing bottlenecks and accelerating time-to-market for recruitment campaigns.

Creating and distributing employee-generated content for recruitment marketing at my company is...

*The approval process **is so long that** content **isn't timely:** 35%*
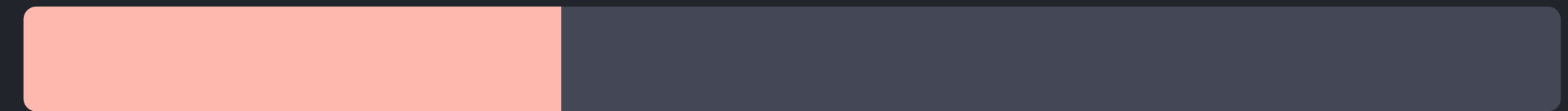
*The approval process **is challenging:** 23%*
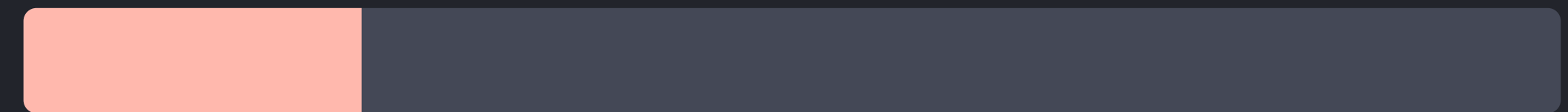
Streamlined — and we DO use AI to manage & fast track: 20%
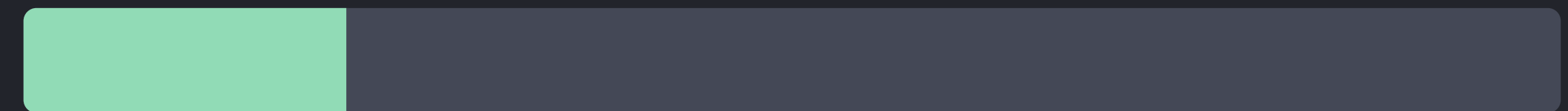
Streamlined — and we DON'T use AI to manage & fast track: 17%
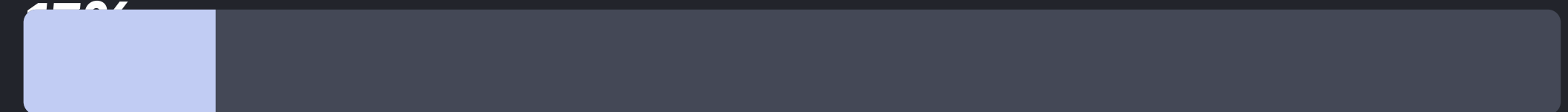
Impossible — 9%
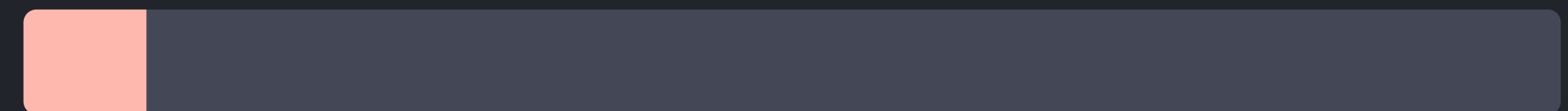
How Your Peers Are Using AI For EB To Impact Time To Hire & Candidate Quality

10

The Martec

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The survey revealed one of the most compelling benefits of AI in Talent Marketing is reducing time to hire

Those surveyed saw an incredible **21-40%** reduction in time to hire after integrating AI into their talent marketing workflows!

This efficiency gain is impressive in today's fast-paced job market, where top candidates are often off the market within days.

Nobody who has adopted AI saw an **increase** in time to hire. A great low-risk area to impact with Talent Marketing AI.

21-40%

is the average **reduction** in time to hire after Talent Marketing AI integration.

By what % percentage has AI reduced your average time to hire?

Over 40% reduction in time to hire: 7%
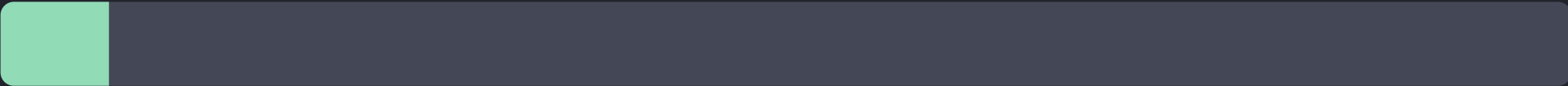
31% to 40% reduction in time to hire: 20%
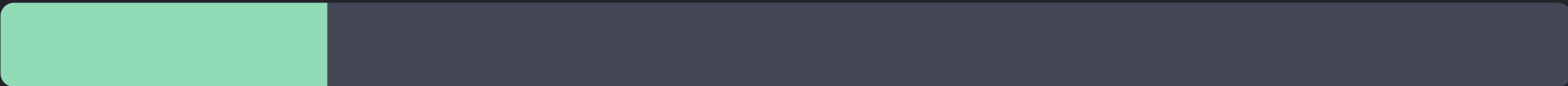
21% to 39% reduction in time to hire: 24%
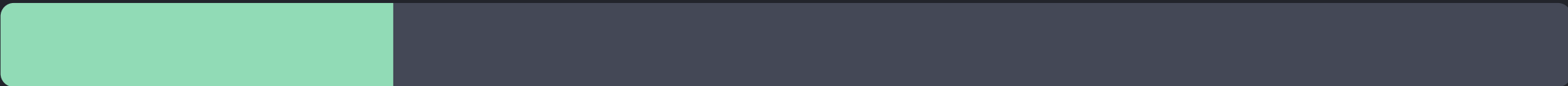
11% to 20% reduction in time to hire: 18%
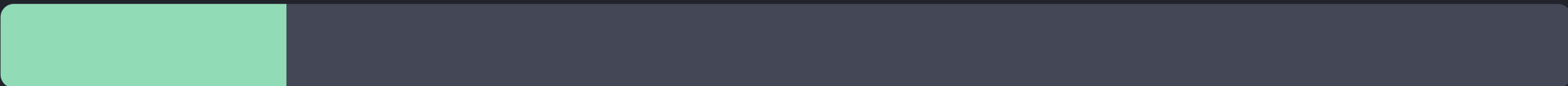
0% to 10% reduction in time to hire: 6%

Increase in time to hire: 0%
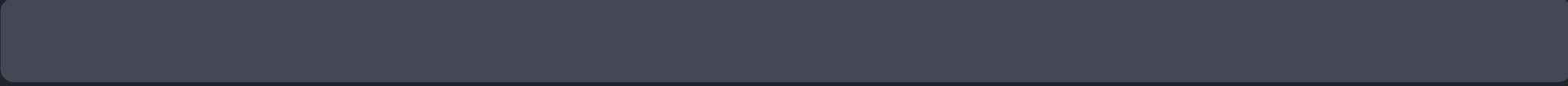
We don't track this or NA: 25%

AI adoption was strongly correlated to better candidate quality

55% of employers reported seeing better candidate quality as a result of incorporating AI into their talent marketing workflows.

This improvement was mainly attributed to AI's ability to:

1. *Personalize candidate experiences*
2. *Identify the best-fit candidates*
3. *Streamline the recruitment process.*

55%

employers saw **improvements** in candidate quality after incorporating AI in their Talent Marketing workflows

How has the use of AI impacted the quality of candidates applying?

Improved significantly: 21%

Improved somewhat: 34%
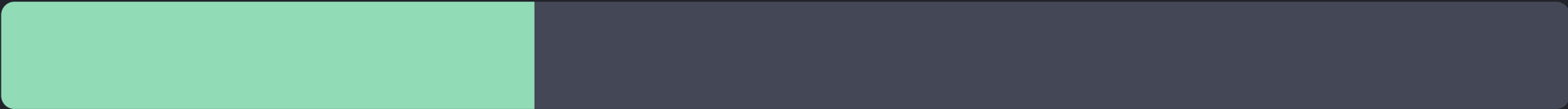
No change: 20%

Decreased: 5%
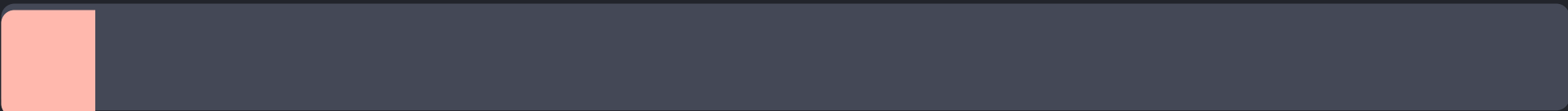
NA or we do not track this: 20%

How Your Peers Are Segmenting Employer Branding For Personalization

11

The Martec

The results around segmentation and personalization in the Employer Branding space as a whole are poor

Most employers at best only segment by country **(37%)**, and at worse do no segmentation at all **(12%)**

This despite candidates increasingly expecting to be treated as individuals, rather than as part of a broad market or job family.

Candidates are expecting to be marketed to like they are as consumers, not spoken to generically.

Granular segmentation is the top use case for AI (see the MIT study on next page) across most industries, but it's clear in the employer branding space most are unaware of what is possible here.

This study identifies a huge competitive advantage for brands to adopt segmentation like their 'customer marketing' peers.

Has your org segmented your Employer Brand/EVP to reflect the interests of different talent groups?

We segment by *region, country, market:*

Yes 37%
No 63%

We segment by *early career, student & experience:*

Yes 23%
No 77%

We segment by *job, family, occupation, role:*

Yes 24%
No 76%

No segmentation at all: 12%

Employer Branding's segmentation and personalization failure bucks the global AI content use case.

Why are the segmentation results so poor in the Talent Marketing industry?

A recent study by MIT shows that, across industries globally, using AI to **personalize content has become the #1 number one use case.**

For the first time, even 1-person Employer Branding teams are able to utilize AI to segment Employer Brand messaging down to the individual candidate.

Yet only **37%** of employers segment their EVP by region, country, or market, and **23%** segment by career stage (early career vs. experienced candidates)!

Employer Branding teams that successfully leverage AI to treat candidates as individuals, offering tailored experiences that resonate on a personal level have a clear & easy competitive edge here to take advantage of.

Top AI use cases by industry:

In the next 2 years, what are the generative AI use cased that will bring the most value to your organization?

	ALL	FINANCIAL	GOV.	HEALTH	RETAIL	MANU-FACTURING	MEDIA	ENERGY	TELECOM
Personalization	1	1	3 TIE	1	2		1	3 TIE	
Supply Chain	2			2	1	1		1	
Quality Control	3			3		2		2	1
Data & analysis		2	1					3 TIE	2
Automation & efficiency			2		3	3	2		3
Innovation									
Maintenance			3 TIE					3 TIE	
Risk Management		3						3 TIE	

MIT Technology Review Insights survey, 2023

Personalization was the leader by far.

What Are Your Peers
Top Strategic Priorities
Moving Into 2025

In The EB And TA Industry

12

The most urgent & top overall priority for EB leaders was tech modernization

In the final incredible insight — against every other major strategic EB priority: **'AI adoption' is the highest.**

It's clear that the industry is on the move.

Early adopters will be reward. While laggards might start to struggle to attract and retain top talent — losing their competitive edge to the overwhelming efficiencies AI brings.

Although most are adopting... the data shows some companies are at significant risk of falling behind unless they can convince leadership of the implications.

The study shows the use of AI extends far beyond simple automation and generation. By modernizing their tech stacks employers are seeing significantly enhancements their Recruitment Marketing efforts, from **improving candidate quality** to **reducing time to hire.**

What are the top priorities of your Talent Acquisition and Employer Brand teams in the next 12 months?

● **Top priority**   ● **One Of The Top priorities**   ● **Important, But Not A Priority**   ● **Not A Priority**

Tech Modernization	30%	50%	20%
Employee Advocacy	60%	10%	30%
Employer Brand	20%	60%	20%
Candidate Experience	10%	80%	10%
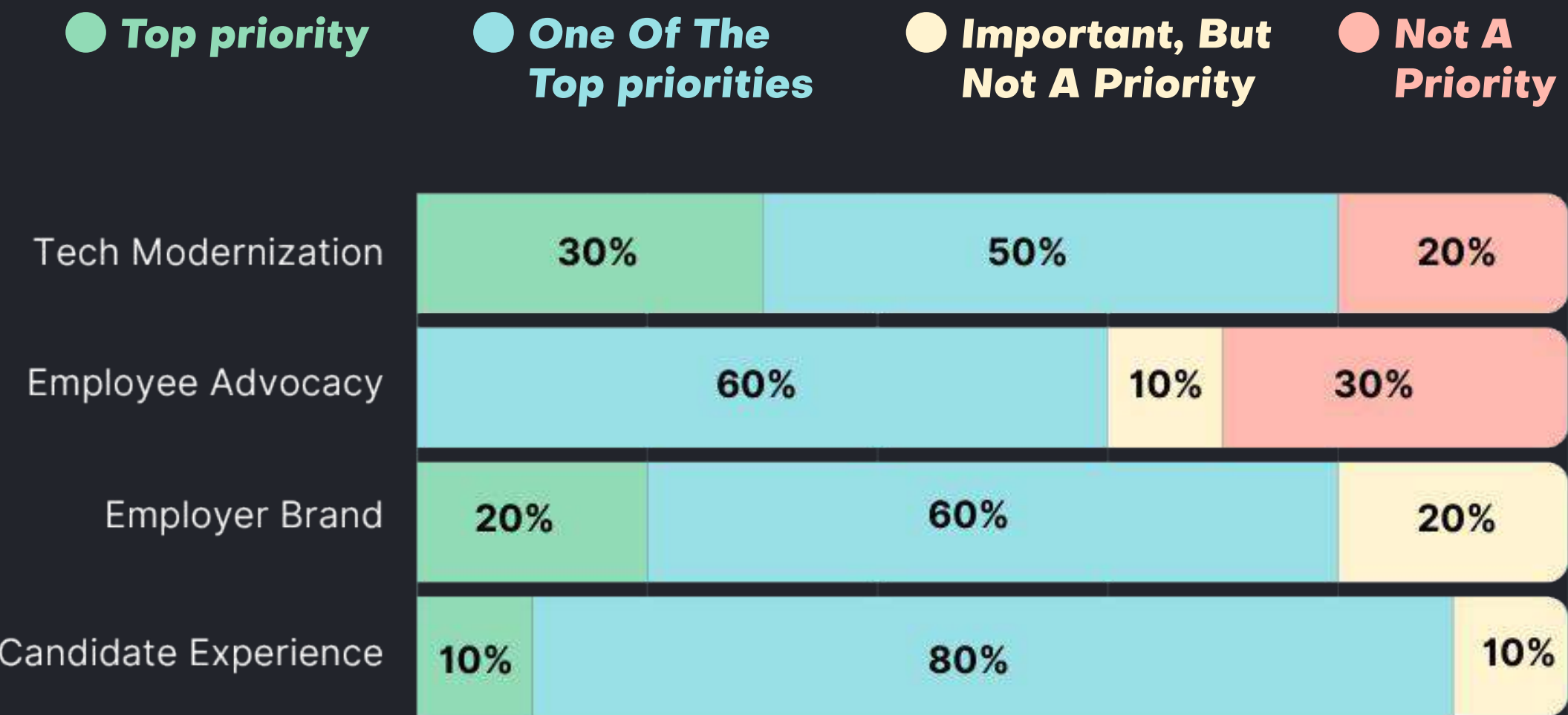
⚠ *Ranked by all chosen as a **TOP** priority:*

1. **Candidate Experience: 90%**
2. **Tech Modernization: 80%**
3. **Employer Brand: 80%**
4. **Employee Advocacy: 70%**

About the Author: Jay Kipps

Director of Strategic Markets (Global) & Tech Modernization Lead at The Martec

With more than 20 years of experience as a Talent Acquisition Strategist, and with 10 of those years as an Employer Brand Consultant & Managing Director at Universum; Jay Kipps CHRL is one of the world's leading authorities on the state of the global talent market and how to attract, select, and retain top talent.

Jay is a trusted partner for many of the world's most attractive brands and employers; helping modernize their tech stack, reduce costs, improve results, & find new efficiencies by integrating AI into their Employer Brand, Talent Marketing, Talent Acquisition workflows.

👋

A Final Word From Jay. And An Unexpected Call To Urgency.

I was optimistic. But at the start of this global benchmarking study even I did not expect or appreciate the pace, scale and results that AI is bringing to EB and TA.

But the findings leave little doubt: the integration of AI into Talent Acquisition and Employer Branding workflows is **no longer optional.**

I can now say with confidence that companies that fail to adopt and adapt will find themselves at a **significant** disadvantage, missing out on cost savings, efficiency gains, and improvements in candidate experience and employee engagement.

As we move into 2025, the pressure is on for organizations to embrace AI.

I'm happy to advise you on implementing AI Talent Marketing at your own organization: **Book a meeting with me here >**

Book A Meeting With Jay 👋

AI Talent Marketing
Case Study

Sponsored by <u>*The Martec*</u>

13

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How A 90k+ Employee Global Consultancy Firm Used *AI Talent Marketing*

With a Talent Brand team of **one person**...

400+ Employees creating and sharing content	**700+** Employee responses	**250%** Increase In advocacy

David Phillips
Director of Talent Brand and Recruitment Marketing

The Martec

CGI (NYSE:GIB): is one of the largest IT & Business Consulting Service firms in the world

David Phillips
Director of Talent Brand and Recruitment Marketing

❝ **Talent Brand is usually a 'one-man brand' and that's what I am at CGI…**

But we are a big organization and so need to produce content at scale to tell our story well.

The Martec is at the heart of our content strategy.

We believe in authenticity. So here are David's unedited answers to some key points:

❞ On Content Creation:

"The main pain The Martec's AI has **eliminated** is generating the content. That's on all fronts, making it **easy** for all employees and members of my team to participate.

It feels like we are communicating more widely **across** the business about what our talent brand is and the work that we do.

Now we've got **hundreds** of stories from every corner of the business aligned to key themes that represent our Employer Brand.

❞ On Constant Content:

"It **costs** too much creating content constantly with an agency, making it impossible to keep top of mind for talent. So we use The Martec to fill in the gaps.

The platform allows us to **sustain** the drumbeat of content by tapping into our employees between larger agency campaigns for content that's authentic and polished.

In fact, the content looks like it could have come from an **agency.** It's impossible to create enough content to stay top of mind for talent without The Martec."

❞ On Urgent Hiring Speed:

"Before The Martec, even if I started immediately, it would take **2 months** to get the content, find the participants and try make them share it.

Working with The Martec has allowed us to run with strategies **faster** — from building a talent community, to our paid advertising, and reaching candidates further down the funnel.

We've created **targeted** messaging across key hiring segments including graduates, cybersecurity and women in tech to tell the stories they are interested in, and answering their questions through their **peers.**

It makes everything so much **quicker** and easier to get done and it allows ideas that would, even three years ago, have been too slow to create — **possible.** And with less time and resources.

The Martec has actually **completely** eliminated content workflow production speed problems for us. Which proved a massive hurdle for supporting our strategic hiring goals effectively. "

▶ **Watch Video Of David**

David Phillips
Director of Talent Brand and Recruitment Marketing

> The Martec allows the people who are passionate and want to tell their stories to actually feel empowered to do it.

The platform is what we want AI platforms to deliver: it's time-saving, cost-saving, and the quality stays high.

On Ease Of Use:

"The Martec has been a brilliant find in **my career.**

It's allowed me to **scale** up our efforts simply and easily which has been really important to my role.

The Martec's AI does **most** of the work behind the scenes: recommending advocates from your employees, picking the right questions to ask and — I don't know the science of it — but I know that each time I see an article, post or video, I always think: 'wow that's unique, it's got the employee's voice **spot on** again!'"

On Working With TA:

"Using The Martec has had a **massive** impact on our Talent Attraction strategy.

In fact, some of our business units were so impressed with the platform that they started working with The Martec for their **own** projects!

Now I only need to be involved to track how our talent brand goes out to market for these projects."

On Personalization:

"Before The Martec we had very high level talent brand messages like '*we're great to work for!*'

But we were missing tailored content recruiters could use to **target specific** candidates: stories and answers to questions they were really interested in.

Now when we're having conversations with candidates, the content contains very specific information, giving **assurance** that there is a place for them here and they will fit in.

It means we can go beyond just posting content to drive traffic to our careers site. We've been able to use it to create a talent **community.** Potential candidates sign up to us, are nurtured, stay informed about what we're doing... and what jobs are coming up."

"It has transformed our approach. We can be more agile creating content and campaigns without sacrificing quality."

▶ **Watch Video Of David**

On Benchmarking:

"Prior to The Martec it was **difficult to measure** our brand and ROI as there are so many points where talent can see your brand before they actually take action, and we can't know the full journey before they join.

Now we can **benchmark** some of our ROI for each content piece in terms of shares, engagement and impressions on LinkedIn.

It lets us look at the social analytics, and we can match these social figures to any spikes in activity for content on our website.

In fact, it's very easy to benchmark The Martec platform against how much it would cost to use an agency to do this work, there's a **huge difference in price!**"

"There's a huge difference in price."

▶ **Watch Video Of David**

CGI has created 100's of stories...

With an **average** of 35k impressions, 15 employee re-posts, and 10 employee comments per post.

DE&I: International Women's Day

80,243 Impressions

Multi-contributor
Source

Critical Talent: Cybersecurity

11,751 Impressions

Single career journey
Source
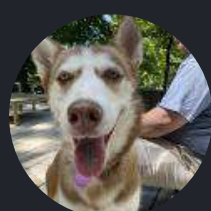
International Dog Day

50,080 Impressions

Employee Benefits
Source

Critical Talent: Graduates

12,761 Impressions

Career development
Source

Talent Journey: Onboarding

32,795 Impressions

Multi-contributor
Source

Why I chose to develop my career with CGI

14,368 Impressions

Career development
Source

National Inclusion Week

53,145 Impressions

Career development
Source

IWD 2024 Story

20,999 Impressions

Multi-contributor
Source

I'm successful because of my neurodivergence, not despite it

54,403 Impressions

Career development
Source

CGI's Software Suite:

Using the AI accelerate David's productivity, The Martec allows CGI's own people to drive content and advocacy:

Employee Video Collection:

The Martec finds and engages CGI employees with AI generated questions personalized to their role, interests and location. Employee responses are captioned, translated and edited on-platform.

Employee Advocate Activation:

The AI predicts which employees are best suited to create and share content. Relevant social copy is are generated, with translations across 76 languages, and prompts for employees to share.

Employee Copy Collection:

Much of CGI's workforce is tech talent — typically reserved, busy and specialized. The AI helps engage them, vastly improving employee activation — as not everyone enjoys filming themselves.
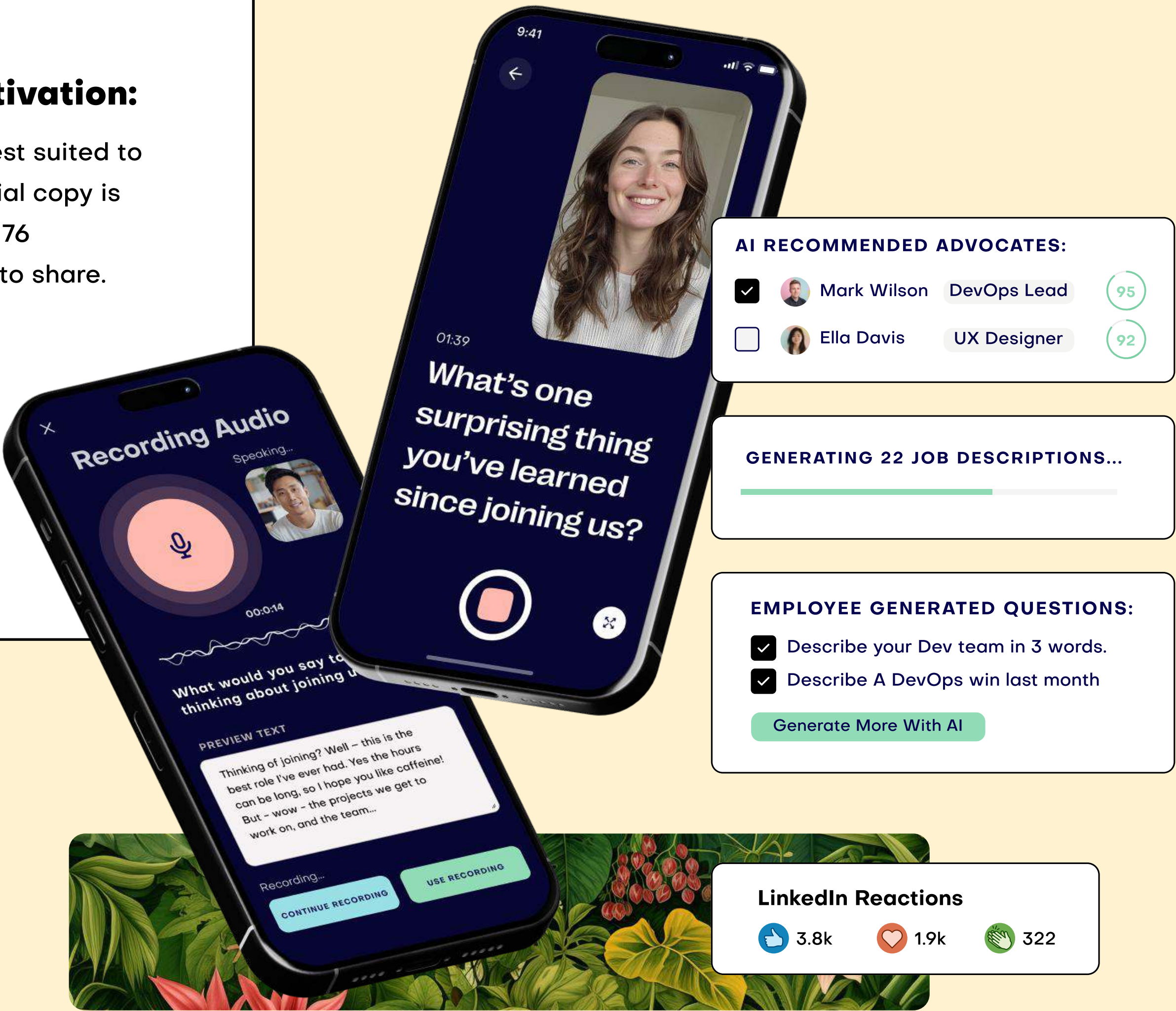
Recruiter Content

Recruiters can use this content opening up conversations or quickly overcome key objection with authenticity.

"I think The Martec is at the forefront of the AI, Recruitment and Talent Marketing industry, and I recommend their platform to anyone."

Book A Demo Today

Recording Audio

Speaking...

00:0:14

What would you say to thinking about joining u

PREVIEW TEXT

Thinking of joining? Well – this is the best role I've ever had. Yes the hours can be long, so I hope you like caffeine! But - wow - the projects we get to work on, and the team...

Recording...

CONTINUE RECORDING   USE RECORDING

9:41

01:39

What's one surprising thing you've learned since joining us?

AI RECOMMENDED ADVOCATES:

Mark Wilson   DevOps Lead   95
Ella Davis   UX Designer   92

GENERATING 22 JOB DESCRIPTIONS...

EMPLOYEE GENERATED QUESTIONS:
- Describe your Dev team in 3 words.
- Describe A DevOps win last month

Generate More With AI

LinkedIn Reactions

3.8k   1.9k   322

Survey: Appendix

This study surveyed close to 100 leaders contributing over 16.5+ hrs of input time into the survey. Thank you to everyone who participated for your patience and valuable time.

👷 *Job Title:*

1. **Employer Brand: Manager/Leader: 28%**
2. **Talent/Recruitment Marketing Manager: 31%**
3. **Talent Acquisition Leader: 25%**
4. **Marketing or Comms Leader: 13%**
5. **Other: 3%**

🌍 *Type of organization:*

1. **Global organizations: 55%**
2. **Single country organizations: 45%**

🧍 *Are you in charge of the whole function:*

1. **Directly Responsible: 56%**

🏢 *By region:*

1. **USA & Canada: 66%**
2. **Europe & UK: 19%**
3. **APAC: 13%**

🛠️ *Industry:*

1. **Healthcare, Hospital & Wellness: 35%**
2. **Aerospace & Defence: 20%**
3. **Tech: Consulting, Software & Gaming: 20%**
4. **Education: 13%**
5. **Other: 13%**

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