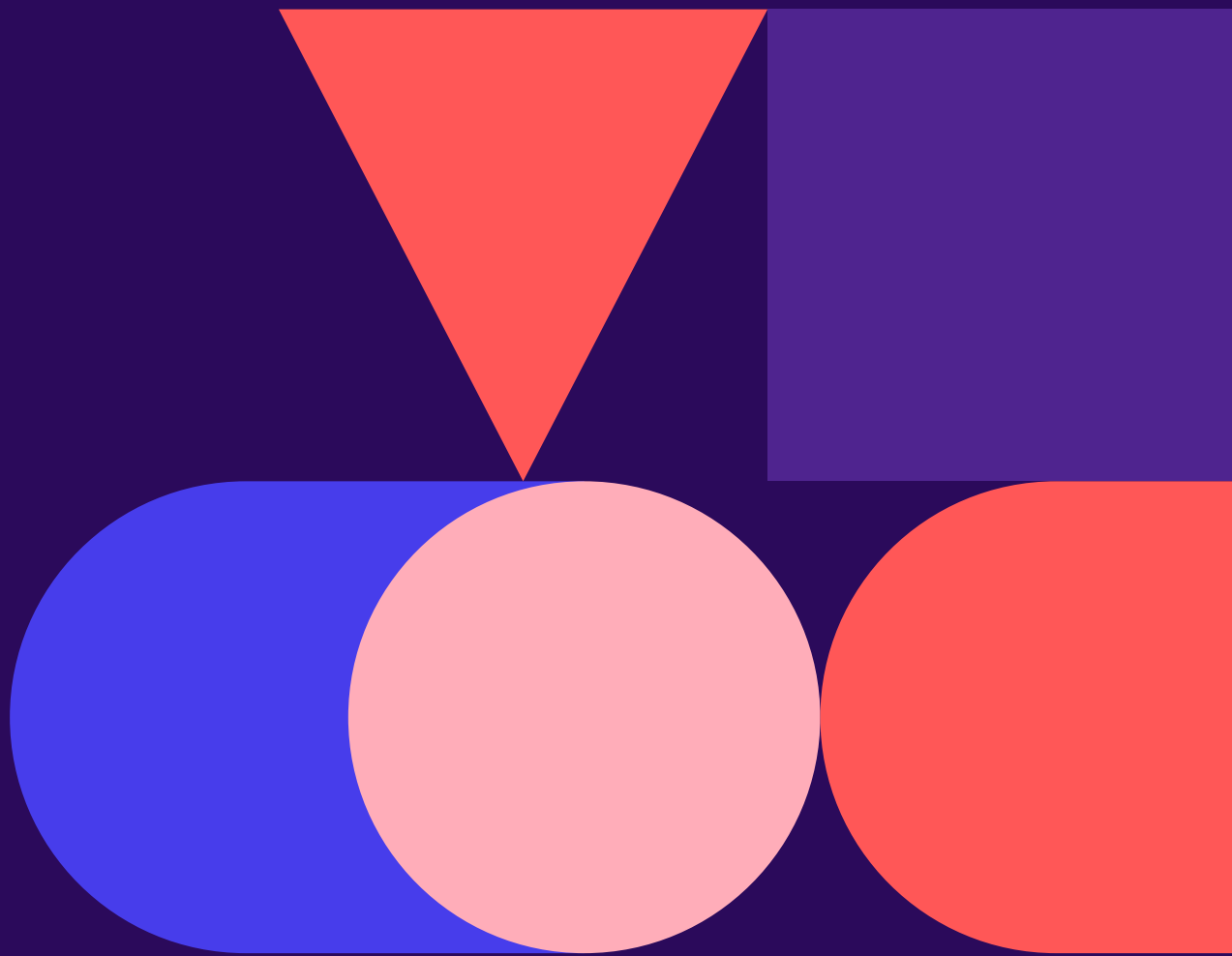


The 7 success factors of world-class employer brands





Over the years, our team at Papirfly have met many companies across multiple sectors and countries, all looking to develop a world-class employer brand.

With no clear recipe or guideline for the “ultimate employer brand” available, the significant crossover between marketing, corporate communications and HR, and the sheer number of processes and components that fall under this umbrella, achieving this isn’t easy, but is certainly achievable.

In this guide, we have compiled our unique insights into the vast world of employer branding to pinpoint seven of the standout characteristics the most well-rounded and effective employer brands share.

Through these observations and tips, we hope that you gain the confidence and direction you need to take your employer brand to new heights, and boost your ability to attract and keep hold of top-quality talent.

Enjoy!

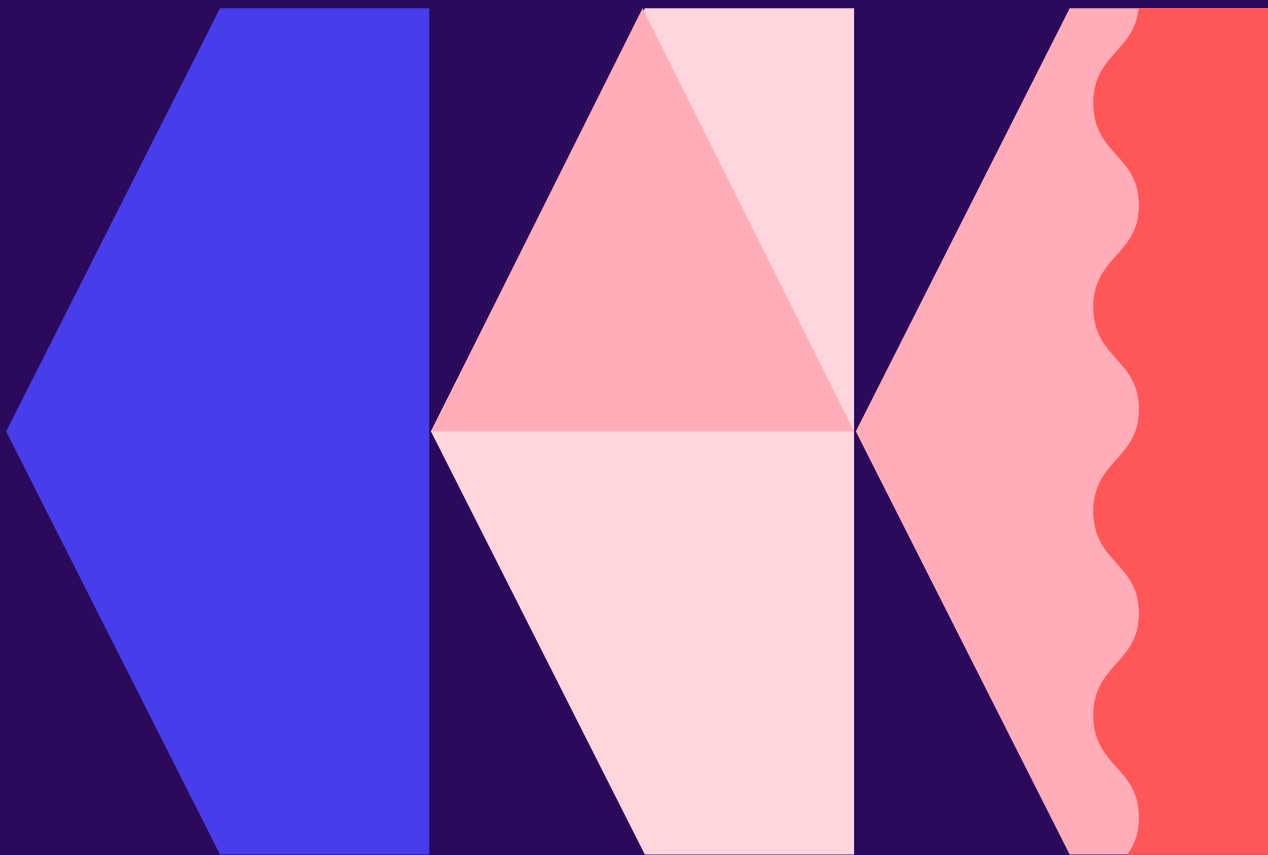


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Success factor #1

A clearly defined strategy

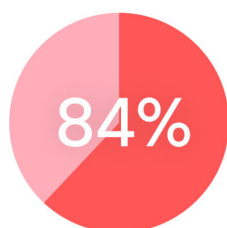




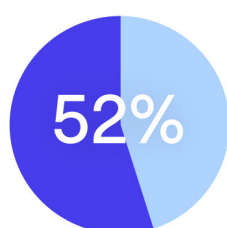
Like most successful elements in business, a world-class employer brand starts with a world-class strategy.

A clear, well-defined strategy is pivotal in how your brand is crafted and delivered to your audience, but it is a stage that many sadly overlook or don't set in stone before they start creating.

In fact, a recent survey determined that only 41% of organisations have formal employer branding initiatives in place, despite 96% believing that a strong, well-planned employer brand can have a positive impact on revenue. This indicates that there is a wide appreciation of the importance of employer branding, but this has not translated into definitive action for many yet.



84% of jobseekers consider the **reputation** of a company important to their decision on joining



52% of candidates spend time researching an organisation's website and social channels to learn more about their **culture** before applying



A negative reputation can cost companies a further 10% per hire

Investing in employer branding strategies can result in a 28% reduction in employee turnover



This is the key because your employer brand strategy is the foundation that everything is built upon. That's why we put it first in this document – if you don't have a solid strategy in place, your prospects for long-term success go down drastically. It needs to be a comprehensive offering of everything you have to offer as a workplace to benefit your most important asset: your employees.

So, how do you compose a winning strategy for your employer brand? Here are our helpful tips.



Audit your current brand perception and initiatives

First, get a firm understanding of where you are right now with your employer brand. Especially if your company has been around for a while, you will have established an employer brand perception, even if you haven't been doing so deliberately. And without understanding what this perception is, how can you begin to consider if this needs to be changed?

Start internally. Speak to and survey your current workforce for their perspective on you as a company:

- What compelled them to join your company initially?
- What do they think about the current company culture and atmosphere?
- What would motivate them to work harder in their role?
- How would they refer to your company on social media or among friends?

Questions like these asked through anonymous surveys or non-judgemental, open forum meetings can help shed light on your existing employer brand to inform your strategy moving forward. Take any negative feedback on board professionally – this is about making your strategy as strong as possible, not to block your ears to any criticism.

When you have an internal perspective, cast your eyes to external platforms to see what people are saying about your company. Effective places to look include:

- Employer review sites like Glassdoor and Indeed
- Social media
- Search engines (using your brand name in Google Alerts)
- Local word of mouth
- Revisit exit interview documents

Using a mix of listening tools and manual checks, you should gain a stronger understanding of where you are right now to help you achieve more in future.



Research, research, research

It can't be stressed enough how much research plays into perfecting your employer brand strategy.

We've already spoken about looking internally and externally at your brand perception, and this should make up a significant chunk of your research. But also consider what your competitors are doing to attract and retain their talent.

If they are proving successful in hiring people, or keeping their best performers for the long-term, then some of their processes could work wonders for your own organisation. Remember that you won't always be first to find a winning initiative – the aim is to take others' success and fit it into your own culture and practices.

In addition, a key statistic to keep in mind is that only 49% of employers believe they have the tools in place to enhance their brand. As part of your strategising, devote time to locating technology that will support the speed and quality of your employer brand delivery.

Identify your ideal candidates, channels and more

Through your research, you should start to be building a clear picture of the "ideals" for your employer brand. These can be the values that define what your company stands for, the way you want these values to be projected, or who you want these to be aimed towards.

Creating candidate personas is a key aspect of your strategy. Without these in place, you are in no position to develop a strategy that targets the personalities, aspirations and skills that blend seamlessly with your existing teams.

- What are their main personality traits?
- What causes do they care about?
- What motivates them day-to-day?
- Where do they research for information?
- What roles and responsibilities do they want?
- Who influences their decisions?



These questions and more will help you visualise the ideal candidate for each role, allowing your employer brand marketing to target these with absolute precision.











of talent acquisition managers believe **employer branding has a significant impact** on the ability to hire a great talent

*Source: LinkedIn

Alongside your ideal candidate, you need to pinpoint where you are going to reach them. From choosing the most appropriate social media channels for your content to identifying the right third-party job sites to employ, choose your platforms around your candidate.

Ask employees how they first encountered your brand, and research the most popular platforms and forums for people working in your industry.

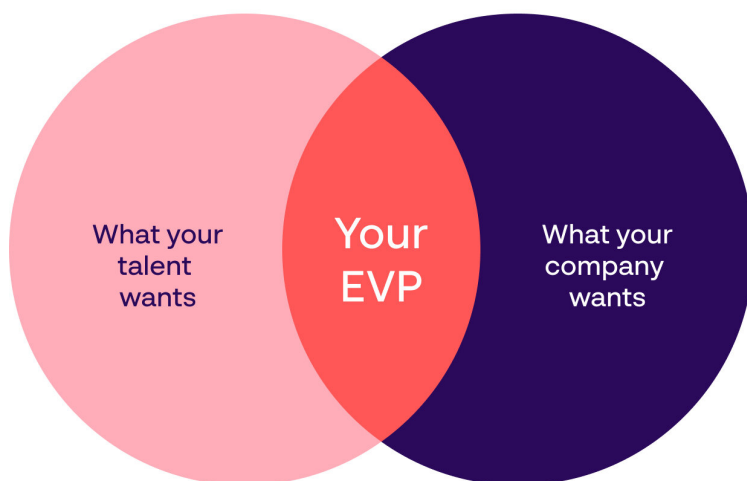
Methods and channels of promoting employer brand

Social networks 	Career site 	Current employees 	Lectures and workshops 
Inbound recruiting 	Job advertising 	Candidate relationship management 	Application process 



Spend time cementing your ultimate Employee Value Proposition (EVP)

Your EVP is your promise to employees both present and future. It's the document that gets them excited about being part of your brand, making it the beating heart of your overall strategy.



*Source: Workology

As such, it should contain features and initiatives that set your brand apart and encourage them to connect with your brand in a positive, meaningful way, as well as outline what responsibilities they will have to your company in return. No two EVPs are identical, and could contain any number and configuration of the following:

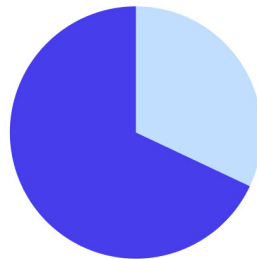
- Professional development processes
- Holiday allowance
- Salary expectations
- Workplace culture initiatives
- Healthcare benefits
- Flexible working hours
- A strong work-life balance
- Bonuses
- Unique perks (gym memberships, social outings)
- Charity and corporate responsibility work



But, keep two important traits in mind for your EVP – honesty and authenticity. Remember that this is your promise to your employees, a major factor in how they trust you. If you fail to deliver on the promises outlined in your EVP, this can result in a significant amount of dissatisfaction.

61%

of employees consider **trust between themselves and senior management** key to their job satisfaction



*Source: TINYpulse

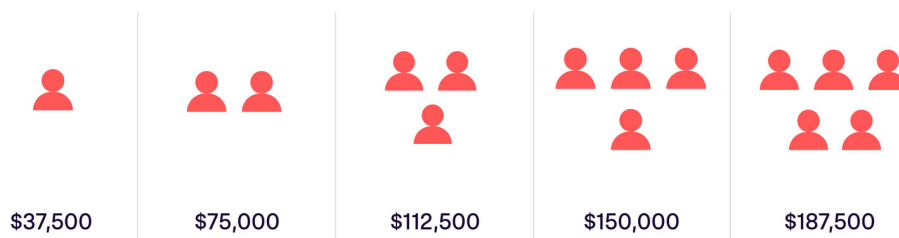
Determine the metrics you will measure your strategy's success

What do you want your employer branding to achieve? Do you want to increase your rate of hires, or reduce the cost it takes to attract and recruit talent? Are you looking to keep top talent around longer and cut down your rate of turnover?

Again, there is no one-size-fits-all way to measure the success of your employer brand strategy – it depends entirely on your individual goals as a company. But it is vital that they are established and understood across your team, as your KPIs will guide the evolution of your strategy moving forward.

Your employer branding strategy should never feel set in stone. As your overall business strategy changes to reflect new trends, patterns or requirements, the metrics you use should shift to reflect that as well.

Average cost of employee turnover

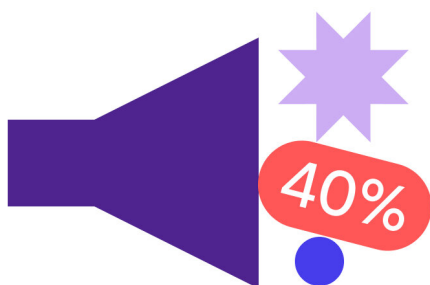


*Source: Staffbase



Write everything down and make it accessible

Finally, and most importantly, make sure this is all documented and make available to everyone involved in guiding the continued delivery of your employer brand strategy. Having a clear, precise roadmap in place is vital to it staying on the right path. Without it, the chances of deviating from the strategy or conflicts to emerge rises exponentially.

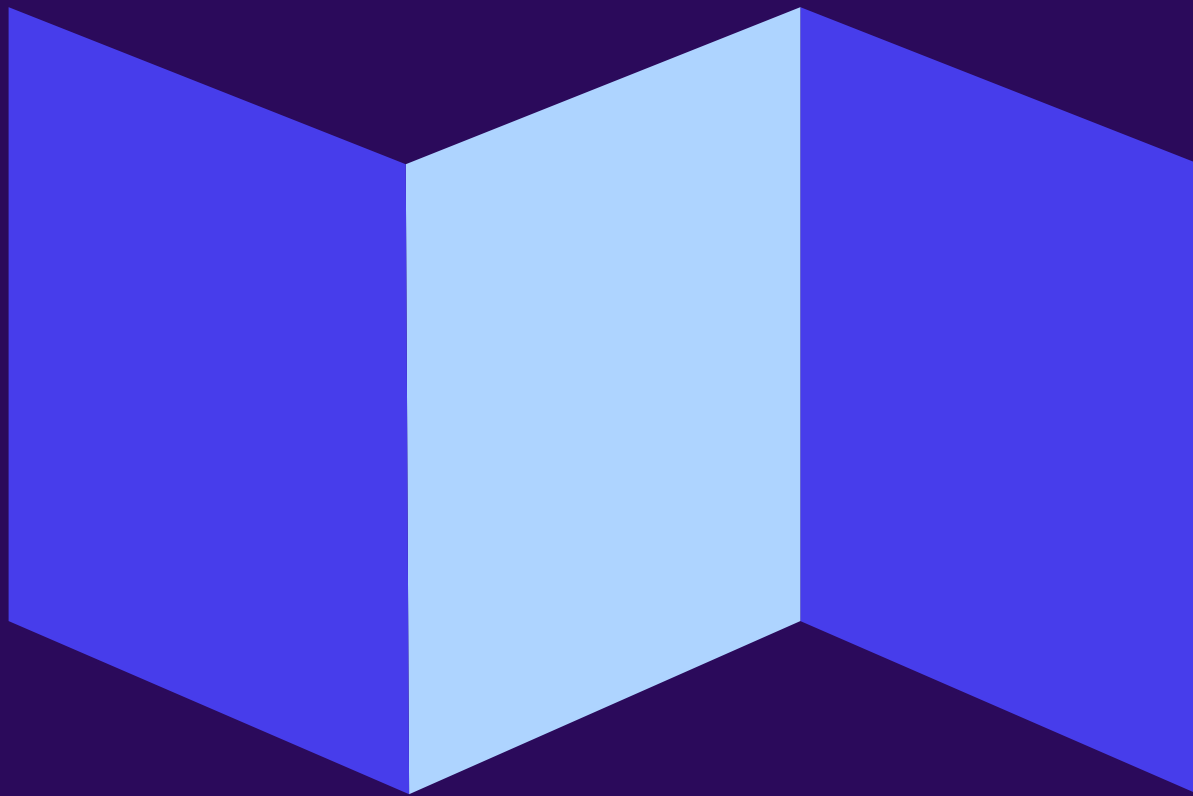


Only 40% of employees
say their company has a
defined EVP

*Source: Rally

Success factor #2

Putting current employees first





It can be easy to fall into the trap of thinking your employer brand is all about bringing new talent on board.

While recruitment is a key aspect of how your employer branding enables your organisation to grow and develop, it is arguably more important in supporting your existing team and enabling them to work at their full potential.

Let's face it – there is no point collating the various features, themes and values in your EVP if these are not recognised or desired by your current workforce. Similarly placing too much attention on attracting new talent while your teams feel ignored or undervalued can hurt your ability to retain staff, which comes with a whole host of problems:

- The price of replacing employees for SMEs is estimated at over £12,000, which can quickly cause costs to skyrocket
- Losing employees means losing skills and understanding of your processes that need to be trained into new recruits, costing even more time and resources
- In the short-term, this puts more pressure on your remaining employees to pick up the slack while you find a replacement, reducing their job satisfaction
- Disruption to team dynamics can cause a drop in productivity and performance, which may persist for a while

With this in mind, your immediate concern must be your current workforce, and then this can be built upon with new talent. For starters, if your existing employees are unhappy or dissatisfied, this will make your hopes of selling your organisation to potential candidates much trickier – especially if employees have displayed that dissatisfaction online...

Candidates trust a company's employees 3x more than the company to understand what it's like to work there



*Source: LinkedIn



Focusing internally

What can you do to improve the relationship between your employees and your brand? As we mentioned in our section on strategy, listening to their feedback and issues is a good starting point.

Whether you enlist a third party to anonymously survey your workforce for an honest assessment of their satisfaction levels, or engage in open discussions with them yourselves, the information is invaluable in knowing whether you're perceived as a "good" employer or not. If you find that you aren't, then it's time to address that.

It is also a good step to keep track of your employee retention rates to see if they mirror current trends. For instance, in the UK's average employee turnover rate is 15% per year, although this varies from industry to industry.

If your rate is markedly higher than this, it could indicate that your employer brand is struggling to connect employees to your organisation effectively. There are a wide range of reasons why employees lose interest in being part of an organisation:

- They are not afforded a lot of trust or autonomy
- Their onboarding experience was unpleasant or unhelpful
- They feel underutilized
- They don't believe their work is being appreciated
- A competitor has presented them with a more compelling offer
- They aren't being managed effectively
- There isn't a positive workplace culture or environment
- They are unable to have a good work-life balance

Having a firm grasp on your employee retention rates and employee referral rates will give you a powerful indication of how content your employees are right now, and highlight if you need to dig deeper into the cause of any dissatisfaction they are experiencing. This will in turn inform how your employer brand works to bring those satisfaction levels up across your workforce.

Success factor #3

Strong motivators and hygiene factors





Among the various employee retention theories out there, Frederick Herzberg's "two factor theory" is one that definitely stands out. First discussed in 1959, this highlights two key factors that influence how satisfied or dissatisfied employees are in their place of work:

Hygiene factors

These are the essential needs that any employee should expect from their place of work. These include working hours, salaries, company policies, management and working environments.

Motivating factors

These are more intangible features relating to an employee's status, development and engagement. These factors include promotion opportunities, awards, bonuses, training, and added responsibilities.

Due to this, hygiene factors influence **dissatisfaction** if they are not met, and motivating factors influence **satisfaction** depending on how many are made available to employees.

A successful employer brand is one that makes sure employees are met with their desired hygiene factors and that they are provided with a range of motivating factors to inspire them to achieve as part of your organisation. But how do you accomplish this?



Hygiene factors

Let's start with hygiene factors. If you fail to fulfil the basic needs that your workforce expects from an employer, they can quickly become demoralised and discontent with the environment. This can then result in unrest, either from individuals leaving or a collective taking industrial action.

As such, making sure these are covered is your top priority. Achieving this includes:

- Make your company policies visible and understandable across teams, and that any issues with these are addressed and considered
- Every employees' salary is clearly highlighted and regularly reviewed to make sure it remains at a fair level
- Consistently reassure employees of their job security, and reach out to them if there is any indication that they believe this to be in doubt
- Address any problems with how they are being managed and implement procedures to better support employees if any issues emerge
- Ensure that their working environments are comfortable and enable them to perform at their most effective

Motivating factors

After satisfying these basic needs, you can focus on the added motivating factors that will enhance employee satisfaction, and subsequently retention and performance levels.

When thinking of these factors your mind might immediately go to tangible elements, such as bonuses, benefits and similar perks. However, while these are obviously useful, it is important to consider intangible aspects of a person's job, such as their status and responsibilities.

Through this, you can use empowerment as a means to motivate employees and boost how satisfied they feel in their role. Giving them responsibilities, or providing training into new systems and technology that will improve the way they work, will help them recognise the important role they play in your team, and inspire them to achieve.



This will result in greater productivity among your employees and keep them engaged in your team. Of course, it is important that you assess who in your team is ready for such a promotion or increase in responsibility – if you give too much, too soon, it can actually act as a demotivator for employees who feel the pressure of these new duties.

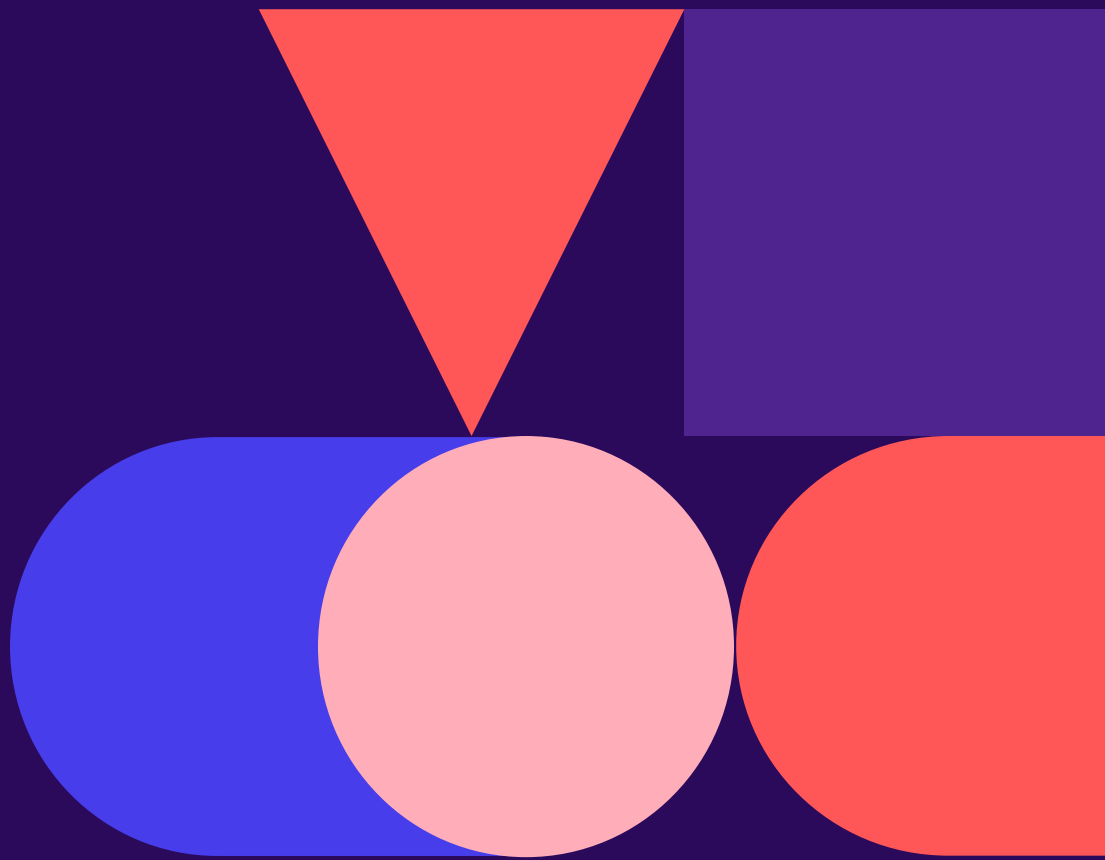
So what role do these factors have on your employer brand? Well, if the prevailing concerns among your workforce revolve around essentials like salary or job security, you know your employer brand needs to evaluate the basics and work up from there.

However, if the concerns centre more on employees wanting to be challenged more and take on more responsibility, this can be a signal that your employer brand is doing a good job at engaging your team, and it is more a case of evolving your EVP and overarching strategy in accordance with what your team are looking for.

Through this, hygiene and motivating factors can be a powerful indicator of the strength of your employer brand, and what you can do to enhance this further.

Success factor #4

Focus on company culture





As we've emphasized across this document so far, having a workforce that is satisfied, motivated and engaged is pivotal to the strength of your employer brand.

Not only does this create a positive atmosphere for new recruits to enter, but increases the likelihood of your team acting as brand advocates.

A winning company culture is key to reaching this goal. Now when people talk about company culture, they often think of ping pong tables in the office, Friday afternoon drinks or annual social gatherings. And while these all can contribute to the overall productivity and happiness of your team, company culture itself is anything that illustrates the mission, visions and values that underlie who your brand is and what it stands for...

Is your company rooted in tradition and your local community, or laser-focused on the future and globalisation?

Is your corporate structure more formal and hierarchical, or do you take a more free-flowing approach to employee participation?

Do you push a practice of 9-to-5 office hours from Monday to Friday, or do you favour a flexible approach to working times?

There is no right or wrong company culture – it depends on your values as an organisation and the personalities that are part of your team. The important thing is that the initiatives you introduce to support this culture are ingrained in the values that you hold closest to you, as that is how you connect your employees to your brand.

For example, if your company considers itself dynamic and cutting-edge, then you probably wouldn't host your next social event at bingo (unless irony is another of your key characteristics). By matching your company culture-focused aspects around your values, it reinforces these regularly within your team, strengthening their appreciation of your brand.



What can you do to benefit your company culture?

Consider the following:

Be transparent in your communication

By being open and clear across all forms of internal communications, this will promote a culture where employees feel respected and informed. In today's landscape, honesty and trust are more attractive than ever, so work hard to be frank with your team whenever possible.

Value employees' feedback

In a similar vein, regularly demonstrate that you listen to your employees' suggestions and recommendations, and that you'll action those that prove popular and feasible. This helps your employees feel valued and that they're contributing to your company's development, increasing their willingness to stay with it for the long term.

Embrace organisational flexibility

Accommodating the needs of your staff in their role can directly lead to higher levels of job satisfaction. The more rigid your structure is, the more difficult it can be to get people to fit into their position and evolve over time.



Recruitment

77% of job seekers will assess a company's culture before applying there

*Source: Glassdoor



Retaining Staff

63% of employees say company culture is one of the many reasons for staying in a job

*Source: Glassdoor



Productivity

Employees satisfied with their workplace culture are 12% more productive than unhappy employees

*Source: Glassdoor



Stronger Leadership

Employees are 23% more likely to stay with a company if their manager clearly explains their role and responsibilities

*Source: TINYpulse



Revenue Growth

Companies with strong cultures can see revenue growth of up to 68%, compared to just 16% for those without

*Source: Zappos



Make employees' roles and responsibilities clear

The importance of employer guidance and direction can't be stressed enough. While modern employees value autonomy, they also want reassurance over what their role requires and who they can turn to for help. Incorporating this into your culture makes you a more supportive, accommodating employer, and encourages people to work with greater confidence.

Showcase your company history and values

Celebrating the history of your organisation and how that ties in with your core values is helpful in enabling employees to recognise themselves in your workplace. If they're regularly reminded of the shared values they hold with your brand, this will make the bond between both closer and more enduring.

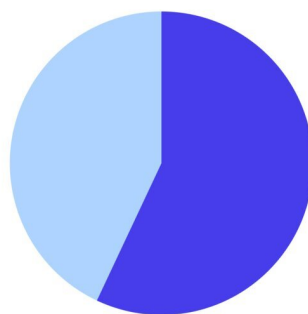
Support aligned causes outside your company

Finally, actively demonstrate that you are committed to your values by backing charities and similar initiatives, and encouraging your employees to do the same. This shows your values aren't just words – they underpin who you are as a brand, and consequently will tie people who share those values closer to your company.

By concentrating on these approaches, your organisation will overcome any and all cultural, value and belief-based barriers, bringing people together under a stronger, united employer brand.

57%

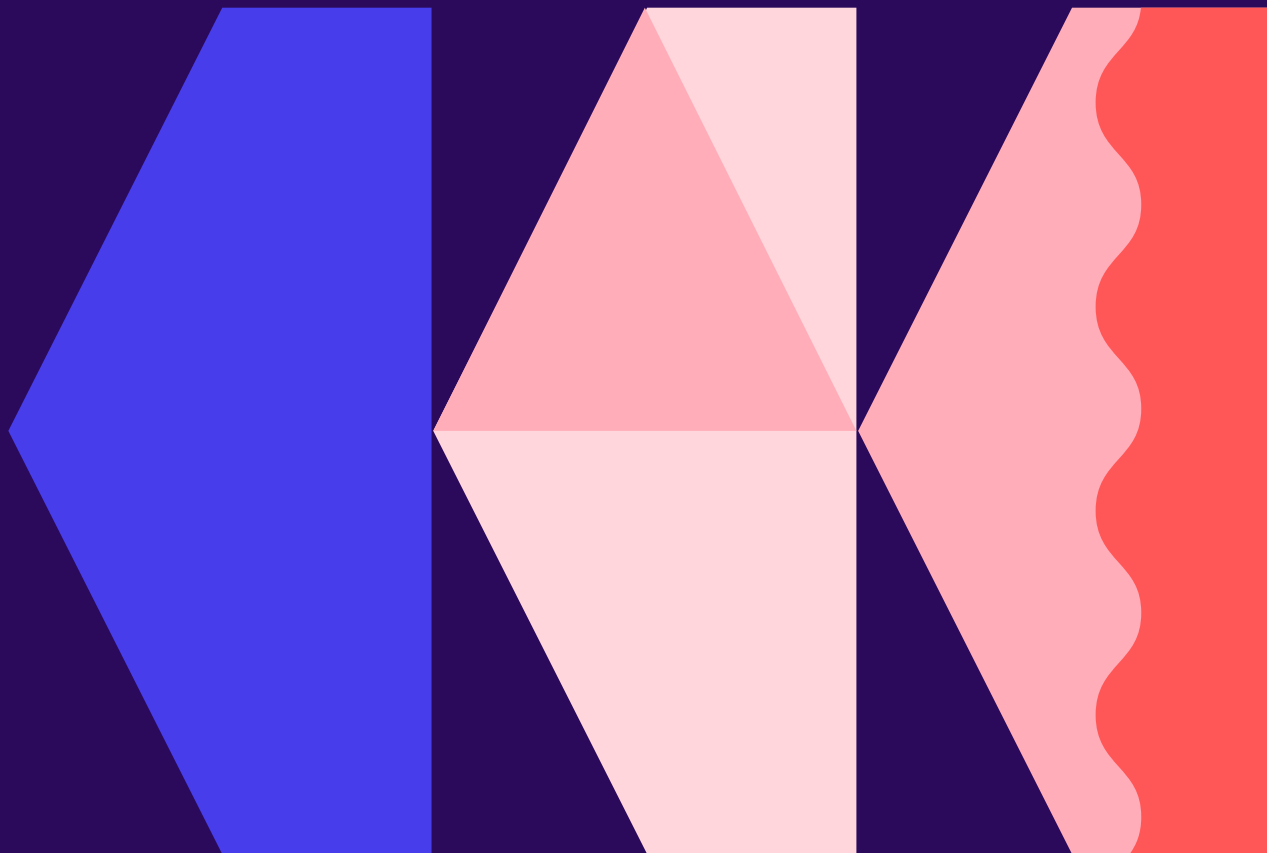
of UK employees consider workplace culture more important than salary for their job satisfaction



*Source: Glassdorr

Success factor #5

Thinking global, thinking local





You've probably heard plenty of horror marketing mistranslations over the years, be it Pepsi's promise to bring Chinese ancestors back from the dead, or the Jolly Green Giant becoming the 'Intimidating Green Monster' in Arabic.

The same mistakes could apply to your employer brand, particularly if you have a worldwide presence. But it is not just important to protect against mistranslations – different employees in different countries and cultures will have distinct needs and values that you'll need to consider to appeal to them over your competitors.

Employees are individuals, and never is that more apparent when you move from country to country. Brands that take a "one-size-fits-all" approach to their global employer brand strategy risk alienating individuals whose needs, motivations and cultures differ from the central narrative.

Essentially, this boils down to the idea that global brands need to appeal to candidates and employees on a local level. This extends from the location your workplaces are based to the content you put out in a bid to attract and retain talent.

Localising your employer brand

First, go back to the candidate personas part of your strategy phase and repeat this process for your different locations. Do your due diligence to discover if there are any cultural nuances or changes that you need to apply to your employer branding to make it both appropriate and aspirational for each audience.

During this research you might determine that there are certain locations where your brand simply won't work, or setting up a branch there will cause you to deviate wildly from your central values. This can therefore save you a lot of time and hassle before you dedicate resources to expanding your organisation.



Consider the type of employee you are looking to attract in each location. You might find that your candidate personas indicate your workplace would fit in perfectly in a busy, active city environment, or alternatively a more quiet, rural setting. Even a couple of miles' difference in location can make a world of difference depending on your sought-after candidates.

If possible, harness existing talent in your locations worldwide to act as advocates for your brand. Content shared by employees typically receives 8 times the engagement of content on a brand's official channels, as it feels more personal and credible. This can illustrate your brand's presence in each location and how you accommodate for different cultures.

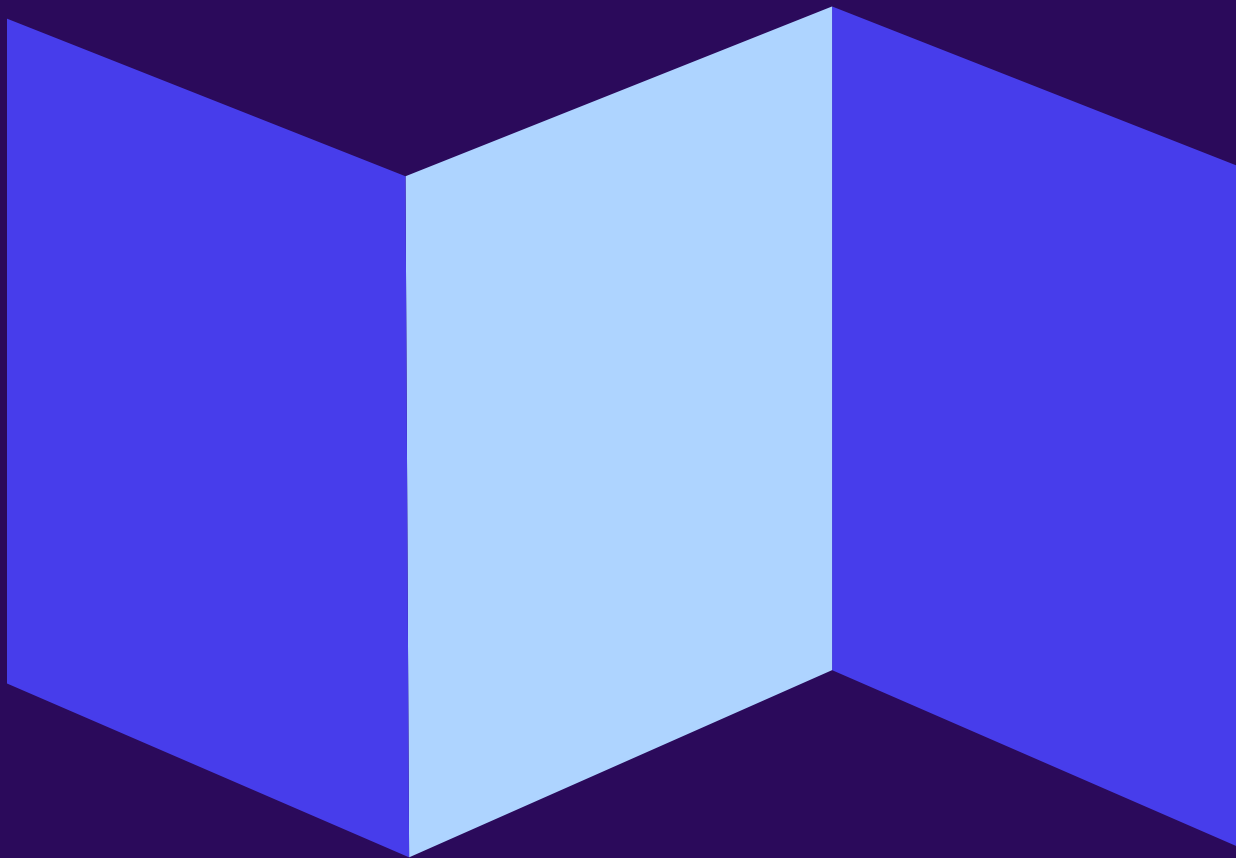
Finally, due to potential cost and time pressures involved in adapting your brand message for a variety of audiences across the globe, invest in technology that can make this process more straightforward and manageable.

For instance, Papirfly's brand management platform enables brands to tailor the imagery, language and layout of assets in a matter of minutes, all while maintaining the core essence of your global brand identity. This gives you the ability to deliver content to your audience as frequently as you need to, and its simplicity empowers your local teams to produce their own materials for their local audience, rather than needing to wait for HQ or an external agency.

Discover how our software easily adapts campaigns to your audiences across the globe.

Success factor #6

Promoting diversity





Workplace diversity is a must in today's landscape.

Following on from the previous section, conducting business globally means that your employer brand should highlight your willingness to embrace all cultures and backgrounds, with no judgement or prejudice.

The impact of a poorly applied or mismanaged approach to diversity is fairly easy to imagine – a significant hit to your reputation, which could stay in the public consciousness for months, if not years.



*Source: WhatToBecome

It is not enough to have a documented policy towards diversity and inclusivity. It needs to be applied and communicated among your workforce, as well as through your employer brand marketing. This immediately will increase the breadth and depth of your talent pool, and make both potential recruits and current employees feel stronger towards your working environment.

Of course, diversity doesn't just apply to race and ethnicity – it is about the number of men and women you hire, as well as the variety of age generations you accommodate as part of your organisation as well.

This diversity offers powerful advantages for your company, from giving you a variety of perspectives on how you work and build your organisational culture, to supporting the growth of your employees into more well-rounded, accepting individuals.



Making diversity a priority

A good place to start is by introducing diversity hiring goals, if you don't already have these in place. By putting a strong and clear focus on these aspects, you will be demonstrating your brand's emphasis on fairness and cultural awareness, something expected in today's business world.

Examples of diversity goals include:

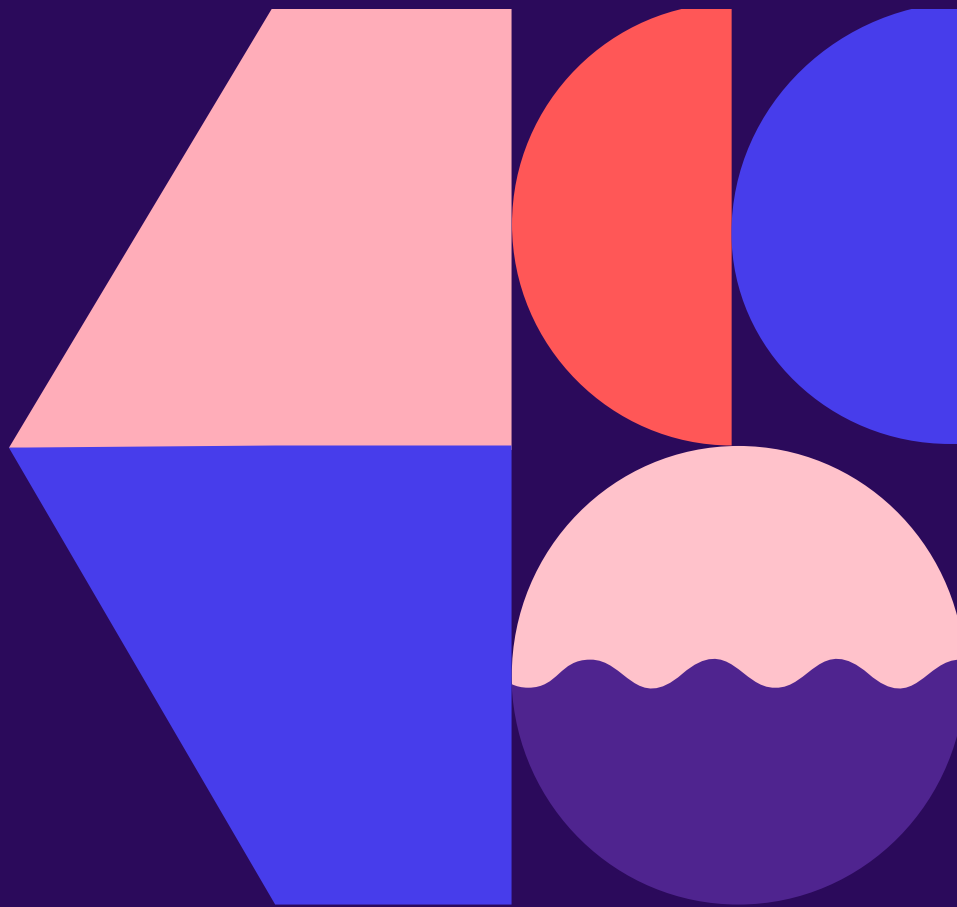
- Ensuring a percentage of diverse candidates are seen before any hire is made (e.g. Hilton commits that 50% of all candidates must be diverse)
- A set percentage of diversity hires to your company
- Diversity and inclusion training programs within your organisation
- Establishing a diversity council or advisory board
- Devoting a set amount of funding each year to diversity and inclusion initiatives

Diversity should also extend beyond those directly in your workforce. Supplier diversity is a commitment within a company to work with a diverse background of suppliers, demonstrating your devotion to enhancing the development of minority-owned businesses. This translates a culturally diverse and ethical image across your employer brand, making it more attractive to today's more inclusive audience.

Commitment from the executive-level of your company and excellent internal communication are critical to a successful sustained focus towards diversity. In turn, this will increase trust and satisfaction among your workforce, boost your appeal to a wider talent pool, and support your journey towards a world-class employer brand.

Success factor #7

Consistency across all employer branding





Our seventh and final success factor of the best employer brands is complete consistency.

After all of the hard work that goes into cementing your employer brand strategy and building your definitive EVP, with the aim of securing the best possible results, this can easily be undone by a break in consistency.



94%

of job seekers said they would apply for a job if the company actively maintains its employer brand

*Source: LogoMaker

In the same way that your overall brand marketing can cause a disconnect among customers over what values you uphold, the same inconsistency in your employer brand can send mixed messages to potential candidates and your existing employees. They won't know where they stand with you, and that confusion can quickly mutate into disengagement.

Consistency not only guarantees that your messages are reaching the right audience, but that they are always delivered in an appropriate way that reflects your core values. But how do you consistently apply your employer brand across multiple locations, in dozens of languages, across hundreds and thousands of assets produced each year? Finding the answer to this question is the difference in an employer brand that maximises its ROI, and one that falls short.



Achieving consistency

Consistency starts with continually delivering on the expectations laid out in your EVP. As we noted in the very first section of this document, this is the heart of your employer brand, and plays a huge bearing on your workforce's opinion of your organisation.

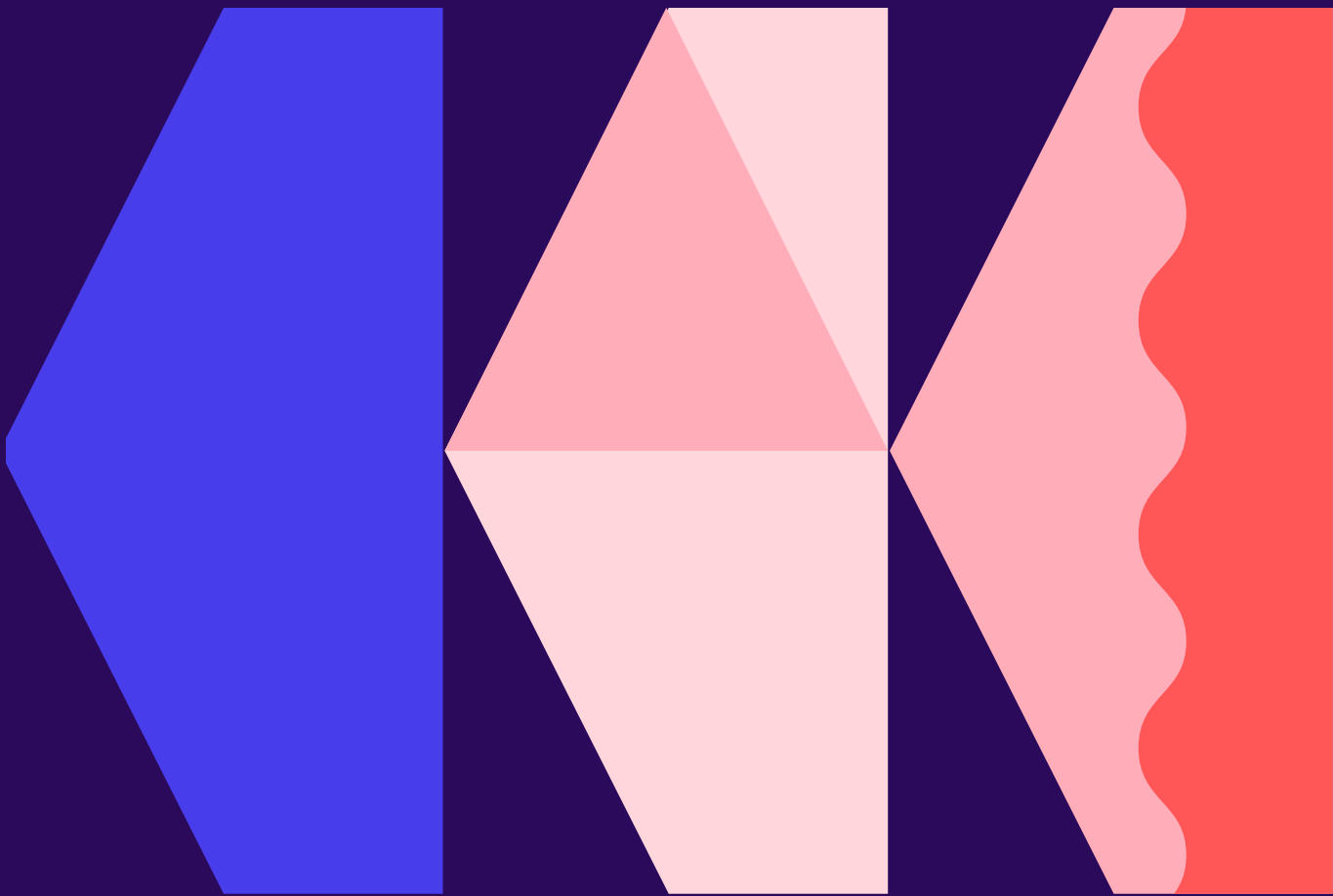
With failing to meet your EVP's promises a potential huge hit to the trust between your employees and brand, it's in your best interests to assess your capabilities as a company before making any promises. While you want to deliver as much as possible to employees to beat the competition, if you can't achieve something, leave it out.

If you do keep your promises, this will instil confidence in your brand, boosting your reputation and establishing you as an employer of choice.

When it comes to your marketing output, software like Papirfly's brand management platform incorporate features that eliminate the risk of brand inconsistency:

- Predefined templates that make sure that all colours, fonts and brand are never compromised
- Locked-down elements and assets that give you complete peace of mind over what is presented to your audience
- A single platform that enables global teams to collaborate and reach consensus over materials
- Approval workflows to ensure that all work is efficiently checked by relevant professionals before they can ever reach your audience

Unleash your brand with Papirfly









How does Papirfly empower your people?

We believe every enterprise should be able to provide tools to teams, so that the brand can be delivered to customers exactly as it was intended to be experienced.




At Papirfly, for over 20 years we've been driving innovation in brand management software to support brands in delivering consistent, multichannel experiences for their customers.

We empower people to unleash their brand.

How teams work today:

-  Customers are experiencing inconsistent and diluted branding across touchpoints
-  Stressed teams aren't getting the marketing materials they need or quickly enough
-  Too much already-limited budget is being spent duplicating work and on multiple tech solutions
-  Assets are not centralised or trackable resulting in loss of data to analyse budget spend

We know what brands need:

-  Global brand governance now and for the future with guaranteed consistency at every touchpoint
-  Faster go-to-market, creating assets in-house with the flexibility for on-brand, hyper-local messaging
-  Increased ROI, saving money on every asset produced, creating space for teams to focus on strategy

We give you the tools to:

- Do more for less
- Produce all assets in house
- Create with no previous design skills
- Achieve 100% brand consistency
- Reach all markets, in any language
- See a complete bird's-eye view of your branding and marketing efforts

Discover our all-in-one brand management platform



Trusted by the world's most recognisable brands

 **1M+**
regular Papirfly users

 **600+**
brands using Papirfly worldwide



Build your on-brand culture with Papirfly

Our brand management platform enables complete brand adoption, and the creation of unlimited on-brand assets with our suite of enterprise-grade products-building brand equity and long-term customer loyalty.

Point

Educate & Control

Support global teams to understand your brand, through clear guidelines, official assets, core values, and more from online access point. Go local with unique hubs with local languages and nuances.

Place

Manage & Share

Centralise all assets with a dedicated DAM solution, categorising content for global and local usage in onsecure place for all approved material. Ensure every location has assets that serve their unique audience nuances.

Produce

Create & Activate

Guarantee 100% brand consistency with design templates aligned to brand guidelines and produce infinite studio-quality digital, print and video assets. Empower everyone to personalise to their audience using localised images, video and text options.

Plan

Plan & Collaborate

Achieve your bird's-eye view of all campaigns and activities, displaying status, budgets, contacts, and official design templates for use. Ensure every location utilises workflows that drives campaign responsivity.

Prove

Measure & Optimise

Analyse marketing activity via your dashboard, delivering reports and data across your business. Ensure local sites get feedback on best-performing content across the business, and give them data to let them know when their efforts are driving brand strategy success.

Plus

Integrations

Papirfly works seamlessly with your agency tech stack – removing hacks and workarounds, improving productivity and organisational efficiency across the business.

FORRESTER®



212% ROI



80% reduced effort in asset creation



Enhanced content quality and improved business outcomes

"It's become super crucial for us with more than 50,000 users at the brand portal, both internal employees and external agencies. We are working with a huge number of downloads of all of the assets."

Interviewee from pharmaceutical

Source: A commissioned TEI study conducted by Forrester Consulting on behalf of Papirfly



Global brands trust Papirfly



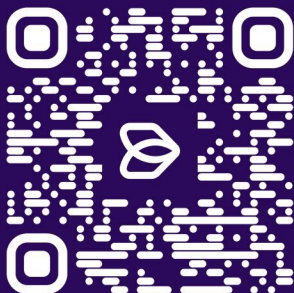
"Life without Papirfly would be stressful. It would be slow, time consuming, and costly. Papirfly has enabled us to have a system in place where we can create assets that we need very quickly. We can go to market much faster, we can react to our business and our clients a lot quicker, and it is also extremely cost effective."

Jo Bedford
Global Recruitment Branding Manager, IBM



Empower your people. Unleash your brand.

Discover our game-changing brand management platform.



At papirfly.com you can

- Book a demo
- Explore brand management resources
- Hear success stories from empowered customers

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