



COLUMN FIVE

Employer Brand Messaging Template

This handy messaging framework will help you tell a consistent, cohesive employer branding story.

For more detail on how to use this template, see our

[Guide to Build Your Employer Branding Content Strategy.](#)

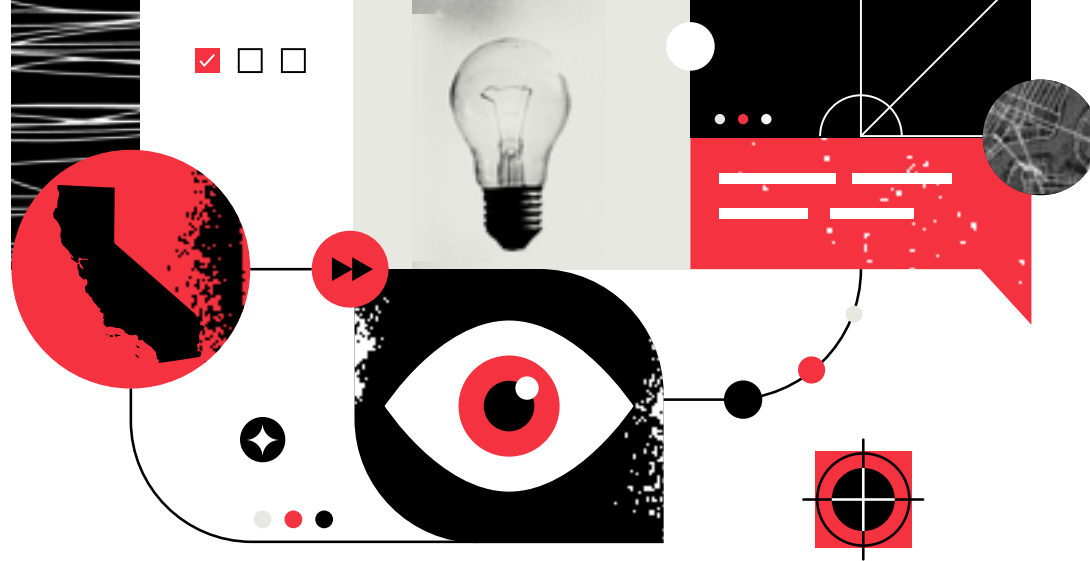
Employer Value Prop _____



Messaging Pillars _____



Pillar 1	Pillar 2	Pillar 3
<div style="border: 1px dashed black; height: 80px;"></div>	<div style="border: 1px dashed black; height: 80px;"></div>	<div style="border: 1px dashed black; height: 80px;"></div>
Campaign Goal	Campaign Goal	Campaign Goal
<div style="border: 1px dashed black; height: 40px;"></div>	<div style="border: 1px dashed black; height: 40px;"></div>	<div style="border: 1px dashed black; height: 40px;"></div>
Campaign Concept	Campaign Concept	Campaign Concept
<div style="border: 1px dashed black; height: 80px;"></div>	<div style="border: 1px dashed black; height: 80px;"></div>	<div style="border: 1px dashed black; height: 80px;"></div>
Key Messaging/Story	Key Messaging/Story	Key Messaging/Story
<div style="border: 1px dashed black; height: 220px;"></div>	<div style="border: 1px dashed black; height: 220px;"></div>	<div style="border: 1px dashed black; height: 220px;"></div>



Column Five is a creative content agency based in Southern California and Brooklyn. We help brands discover and tell their best stories.

Learn more at columnfivemedia.com.

Created by



COLUMN FIVE