



# Business Branding Pages

Create Business Branding pages, or virtual HR pages, to promote the careers and growth potential in Illinois' most dynamic industries and businesses.

**Part 1: Introduction and purpose**

**Part 2: Instructions for the business**

## PART 1

### **Background**

The Illinois workNet™ Key Sectors Pathway is a powerful new resource to help businesses meet workforce challenges and individuals to connect to employment in key sector, dynamic industries. The Pathway features the key sector industries of Healthcare, Manufacturing, Information Technology, and Transportation, Distribution and Logistics, and it will expand to include other industries critical to Illinois' economy.

### **Purpose**

A goal of the Key Sectors Pathway is to promote the image of key sector industries. The website seeks to inform the public that these industries are expanding, providing the majority of the state's future job growth and offering a variety of excellent career pathways. Illinois workNet provides labor market information, economic data, and several resources designed to promote the industry. But the businesses and industry associations themselves have a unique expertise on industry and career trends. The Business Branding feature allows Illinois businesses and associations to create their own branding pages. Businesses promote career opportunities and position their business as a leading employer. Associations post industry trends, research, and other material relevant to key sector industries.

## An example of a Business Branding Web Page utilizing all components.

**Industry:** This example is from the Information Technology industry. The banner and color scheme are pre-formatted.

**Location Area:** You can opt to provide your business location, including a Google map. Or, you can choose not to provide your location and use an industry graphic instead.

The screenshot shows a web browser displaying the AeA website. The page has a green and white color scheme with a circuit board background. The main content area is titled 'AeA' and features a 'Midwest Council' logo and text describing the organization's history and services. A list of services is provided, including 'Access to Investors', 'State, Federal & International Lobbying', 'Insurance Services', 'Government Procurement', 'Business Networking', 'Foreign Market Access', 'Select Business Services', and 'Executive Education'. To the left, there is a 'Location' section with contact information and a Google map. To the right, there is a 'Related Links' section with several links, a 'Google Hiring in Chicago' section, and a 'PCTEL, Inc. is hiring' section. The browser's address bar shows 'http://www.aeanet.org/midwest'.

**Links List:** Place up to five links leading to items of interest concerning your business or industry, such as relevant research reports and news articles, and other resources that compliment your business and inform your community.

**Promotional Areas:** Display up to two promos that include text, a link, and an optional graphic. These can be used to highlight job openings, promote upcoming events, or link to other industry resources or activities to the benefit of your community.

The **Business Profile** is the key component of the branding page. By creating a profile, businesses and associations distinguish themselves as leaders by marketing the unique features of their company and industry. This area can be used to provide details about the organization, describe its work environment, and promote job openings.

## Use

Branding pages are suited for any size business, from the largest employer to the entrepreneurial start-up. **Large businesses** create branding pages to promote their corporate brand to potential employees and use their expertise and research resources to educate individuals about industry trends. **Smaller businesses** that do not have the resources for an online human resources site may use branding pages to promote career opportunities and request applications.

Each branding page offers several features that allow the business to create a visually-appealing, informative resource. First, branding pages follow the same design as the Key Sectors Pathway. Businesses select an industry template that matches the color scheme and format of the industry homepage on the Key Sectors Pathway. Second, branding pages offer visual details to attract attention and provide information: space for company logos and a Google map featuring the business's location. Third, the pages allow businesses to describe what they do and why they are a desirable place to work. They can promote upcoming events and career opportunities using promos that appear on screen. Lastly, businesses can add a series of web links to direct users to other websites of interest.

## **Part 2: Instructions**

The business receives an email invitation with a link to the Branding Page. The business follows the link and begins with Step 1:

### **Step 1: Location**

Complete the location form. Note that fields marked with an asterisk (\*) that are in red are required fields. Fields that are in blue with an exclamation point are recommended but not required. Once you have completed the form, click the "Save" button. If there are errors, they will appear at the top of the page and you will need to fix them in order to save your data. Uploading an image is optional, even though the fields are in red and marked with an asterisk. If you do upload an image, then both fields are required. Once the data is successfully saved, continue to Step #2.

### **Step 2: Business Profile (with sub steps):**

#### *Business Description:*

- a) Select an industry, then click the "Edit" button. If no industries are shown, click the "Add" button. If you are adding a new branding page, select the industry template you wish to use.
- b) The business summary field will be shown as a promo on the right-hand side of the branding page. Text is limited, so be brief. A link will automatically be added to your Illinois workNet branded business page when this promo is displayed.

- c) The detailed description will appear as the text on your Illinois workNet branded business page.
- d) If you want to display business location information, you may enter it. To keep you from having to enter it twice, you may click the "Use Location Information" and the system will fill in the information you entered on the location tab.
- e) If you uploaded an image in step 2, you may select to display the image by clicking the checkbox marked "Show Current Logo" on profile.

### **Step 3: Links**

You may display up to five links in a "Related Links" section on your profile. To edit your links, click the "Links" tab and fill in the information on the form.

### **Step 4: Promos**

You may display promos on the right-hand side of your Illinois workNet Business Branding page. You may have as many promos as you want, but only two of them will be displayed at a time. If you want to create a new promo, click the "Create new item" link. If you want to edit an existing promo, click the title of the promo you wish to edit.

Note that for links and promos, if a user has more than one profile, they may select which profile the promos are to go with. Users are limited to one profile per industry, but may have (at this point) up to four profiles, which is how many industries we have.

### **Step 5: Preview profile and submit**

#### **Contacts:**

The business can change the primary contact information or share editing privileges with a business colleague by using the form to invite another user.

END INSTRUCTIONS

Appendix 1: Next Page

## Appendix 1: Flowchart

