



CASE STUDY



Rejuvenating Marketing and Branding for an Outsourced Human Resources Solutions Provider

AT A GLANCE

Challenges

- The firm lacked consistent marketing support
- The website and marketing collateral were outdated
- Company branding did not reflect its newer services

Benefits

- Tailored marketing solutions were developed quickly
- Marketing is consistent and aligned with CHR's services
- Efforts to scale up are enhanced
- Ongoing marketing leadership helps build the CHR brand strategy



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Derek Jacobsen

Executive VP, Operations and Business Development

BACKGROUND

Consolidated Human Resources (CHR) is a third-generation family business that provides outsourced HR and payroll services to companies with up to 5,000 employees. Its services reduce the complexity and risks of workforce management including hiring, onboarding, benefits, compliance, and insurance.

CHALLENGES

The company's branding and sales materials (print and digital) were inconsistent and not aligned with how the company had expanded in recent years. In addition, the freelancer who was responsible for CHR's content development just wasn't getting the job done. This was all hampering how CHR was representing itself to existing and potential clients as well as internally. An upcoming trade show fueled the urgency for new marketing materials, including a branded booth identity, new marketing collateral, and an updated website.

"On the sales side, we needed marketing materials that were consistent and that branded CHR correctly to our clients, especially with a major trade show on the horizon where we'd be meeting many prospects," said Derek Jacobsen, Executive VP, Operations and Business Development.

THE PROJECT

Derek contacted Loraine Kasprzak of Advantage Marketing to develop fresh marketing materials and get CHR ready for the trade show on a tight two-month deadline. She developed a focused marketing plan for what CHR needed to represent itself at the trade show and beyond. Then she led a team to produce new marketing collateral, update and brand service agreements, proposals, and other documents. They also produced and delivered branded trade show materials, on a tight schedule, in time for the event.



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Derek Jacobsen

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Advantage Marketing designed two retractable banners, a branded tablecloth and booth banner, and all the new branded collateral materials—including photography, copywriting, design, and production. Loraine worked with CHR leadership to get reviews and approvals done efficiently due to the show deadline. The website was refreshed with new content to reflect all the services CHR offers and a blog was introduced to provide relevant industry information and updates, and position the firm as an expert resource.

"We needed the tools to polish our brand and refine our messaging to focus on our specialty areas," said Derek. "Loraine and her team created tailored solutions that addressed exactly what we needed to update our marketing appropriately."

RESULTS

CHR now has a beautifully designed four-page brochure and capabilities sheets for the trade show, which are used by the sales team as well as internally. The marketing collateral details CHR's solutions and how they help clients manage job candidates and the full HR process, and its certified payroll services, custom HR reporting and integration, and OSHA regulations. The website continues to expand with new pages to market the full breadth of CHR's services, its team, and the benefits to employers of its outsourced solutions.

Loraine and her team continue to work with Derek and CHR on marketing strategy and execution, all with the goal of growing and scaling the company.

"Our efforts to grow and scale up are now more effective because of the materials Advantage Marketing created for us. Loraine continues to provide marketing leadership and her team top-notch support as we build the CHR brand."

Does Your Marketing Need a Makeover? Contact us at info@Advantage-Marketing.com or 908.233.6265