

Brand Messaging

Employers Council



EXECUTIVE SUMMARY

Employers Council, formerly the Mountain States Employers Council (MSEC), needed a new name and more modern brand to represent its recent growth. Before jumping into strategy work, Magneti executed large-scale consumer research to guide the marketing strategy. After drawing key takeaways from the research, Magneti finalized the brand guidelines in addition to a set of verbal guidelines. The brand messaging strategy helped Employers Council create a recognizable and consistent personality to better connect with their audience and build customer loyalty.

ABOUT THE CLIENT

Employers Council, a nonprofit organization, was founded in 1945 and provides employers of all sizes and industries with the resources needed to build and maintain profitable organizations. Employers Council services include employment law, human resources, compensation, training, compliance and performance.



CHALLENGE

Developing a large organization's messaging and voice can often be more difficult than creating a visual brand, especially when a company offers several services or solutions. Between print collateral, emails and internal content, Employers Council lacked consistent voice in their messaging. While some content was format and serious, other content was relaxed and laid-back. The necessity for more predictable messaging was heightened by the size of the company. With over 200 employees, Employers Council needed an actionable set of internal guidelines to share their message. Identifying what that message should be can often be even more challenging than creating a visual brand, especially when there are many services associated with the Employers Council organization, from employee training to legal counsel.

SOLUTION

Magneti identified the voice, personality and messaging for Employers Council through consumer and competitor research and audits of existing collateral. The result was a comprehensive document outlining the brand messaging for the company. The document included guidelines for verbiage, punctuation, sentence structure and pronoun use, in addition to objectives for communicating Employers Council's core values and vision.

GUIDELINE EXAMPLE:

Trust and professionalism are foundational in the HR and legal space. Employers Council can help create this perception by using conventional punctuation and formatting, eliminating slang and idioms, avoiding exclamatory phrases, and rarely making unconventional stylistic choices, like using sentence fragments.

TACTICAL EXAMPLE:



RESULTS

Between the brand guidelines and additional in-person training for team members, Employers Council now efficiently produces content with consistent voice and messaging. Below is an example of messaging on the new website, employerscouncil.org, which exemplifies the power of strong verbal guidelines.

We've Got You Covered

People make the difference at Employers Council. Our committed staff of nearly 200 top employment law attorneys, human resource professionals, researchers, facilitators, coaches, trainers, investigators, negotiators, and other specialists offers you the broadest array of professional services under one roof. To give you the help you need, we've assembled a team of respected industry veterans who work at the top level of their specialized disciplines. Employers Council's consultants and advisers can walk alongside you, offering the guidance you need, in person or over the phone.

ABOUT MAGNETI

Magneti is a full-stack digital marketing agency based in Colorado. Our team of experienced and innovative marketers develop custom marketing strategies designed to grow organizations and tell their stories online. Our end-to-end digital marketing services include SEO, PPC, user experience strategy, content strategy + development, email marketing and more. [Contact us](#) to learn how we can put our solutions to work for you.

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