

CASE STUDY: OPTIMIZING A BRAND TO DRIVE SALES

Connors Group engaged Brilliant Workplaces in developing an integrated marketing and brand strategy, to activate current and potential customers to generate sales and amplify their depth of thought leadership and expertise.



THE CHALLENGE

Connors Group is a workforce management consulting firm specializing in helping retailers, supply chain companies, manufacturers and healthcare organizations navigate challenges and opportunities to improve productivity and culture.

Connors Group was one of the best kept secrets in the industrial engineering and workforce management communities. They had an impressive customer roster, having worked with retailers such as Home Depot, Wegmans and Neiman Marcus on improving operational efficiency and optimizing operations, while improving culture for real results. Although sales were growing, Connors Group had aggressive goals and plans to generate sales in new industries and services.

PROJECT OBJECTIVES

- Gain insight into Connors Group current brand sentiment, strengths, opportunities, customer buying patterns and behaviors.
- Standardize marketing processes and create consistency in messaging and branding.
- Develop a new website that could be easily found, that engages, informs and converts new leads.
- Highlight Connors Group expertise in the industry through content, digital and social tactics.

STRATEGIC APPROACH

Using a blend of in-person customer interviews, on-line customer surveys and employee surveys, Brilliant Workplaces discovered common attributes viewed by both customers and employees that could be amplified on the website. Those strengths were the foundation of the updated brand messaging, which were communicated through a new website and content strategy focused on clarifying services, industries and clients Connors Group serves.

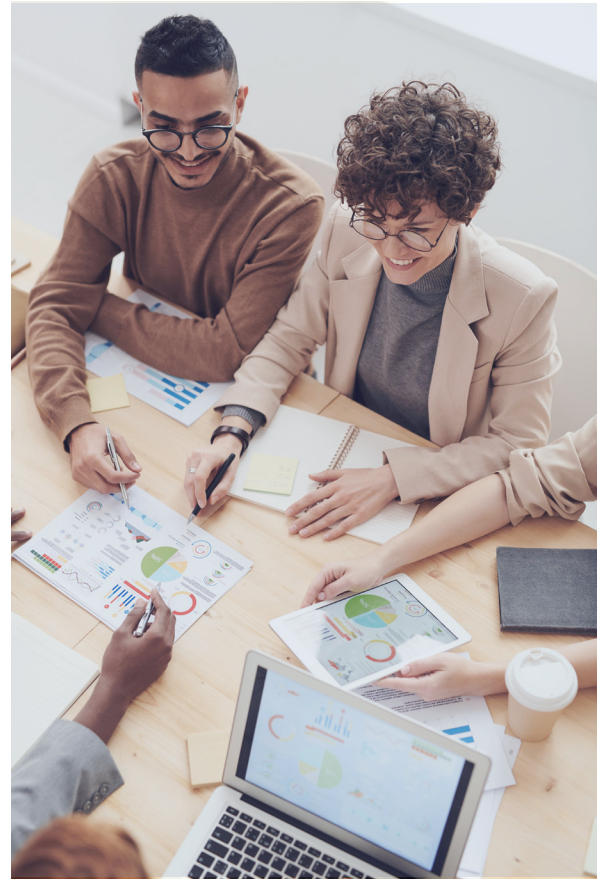
TACTICS

- Conducted a thorough discovery to gain a deep understanding of the current state of Connors Group business, organizational vision, overall operations.
- Developed and created a new website, optimized for SEO and ADA compliance.
- Developed an inbound strategy with different funnels for LaborPro™, retail industry and system implementation including targeted google display ads, google keyword and LinkedIn ads, landing pages, lead generation content and forms, email sequences.
- Created brand guidelines that will direct all external communications for the Connors group (particularly that of relevant functions, such as sales, service and marketing).
- Developed an editorial calendar and content for marketing channels including social media posts, blogs, whitepapers, case studies, webinars, eBooks. Marketing campaigns in print and digital for industry media.
- The website was completely revamped to focus on Connors Group strengths and expertise, with special focus on services, industries and products provided.

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“What has really impressed me about your team, was everyone’s desire to learn about our business... everyone we’ve worked with really took the time to understand who we are, who our business is, who are customers are, and how we serve our customers. That resulted in all of the work we did together, didn’t require us to go back and put our spin on it, it was very well done from start to finish, it was clear you understood our business. ***That part really impressed us!***”

- Chris Kelly



RESULT HIGHLIGHTS

- A very clear depiction of who Connors Group is as a business, the services provided, and how they have helped customers achieve **real business results**.
- A library of thought leadership content that **helped position and reinforce** Connors Group as a leader in the Industrial Engineer and Workforce Management space.
- Website traffic up **64% in unique visitors**, **+71% in clicks**, LI clicks and views improved, reactions up **81%**, comments **up 227%**, reposts **up 83%**, followers **increased 6%**.
- **More client prospects** learning about Connors Group and turning to the organization for information and perspective - **ultimately leading to more sales**.

