

## HR Connect

**Background:** In the past, HR Connect was promoted primarily by word of mouth and at trade shows. Realizing the need for a more deliberate outreach strategy, HR Connect wanted to better align their business development efforts to targeted audiences, while strategically differentiating the benefits of their human resources management platform from the competition.

**Challenge:** HR Connect is a proven, user-friendly human resources management platform that provides government agencies a comprehensive set of capabilities for transacting HR functions, while also enabling them to manage their workforce to their mission. The Department of Treasury's HR Connect is an approved HR line of business as established by the Office of Personnel Management (OPM).

**ENC Solution:** Through a combination of strategic marketing support, coupled with the development of focused marketing materials, ENC helped HR Connect to build the foundation of its marketing communications program. ENC's solution focused on the following three elements:

- Develop a cohesive message for HR Connect
- Create collateral materials to illustrate HR Connect's proven performance
- Reinforce credibility through developing a more sophisticated brand image

ENC began by performing a competitive assessment, researching other agency's product offerings as well as their messaging and positioning platforms, in an attempt to achieve true market differentiation. The competitive assessment supported the development of HR Connect's messaging platform, which was then reinforced in their marketing assets.

**Results:** With the foundation in place, ENC developed eye-catching booth graphics and a compelling case study of a major client to aid in increasing awareness and communicating the value and differentiation of HR Connect's management platform. ENC provided the marketing foundation, enabling HR Connect to articulate a consistent and differentiated message to the marketplace. These important first steps were well received in their ability to help build the HR Connect brand and establish credibility in the marketplace.



**G2G:** Establish credibility and differentiation of an approved Line of Business through targeted messaging

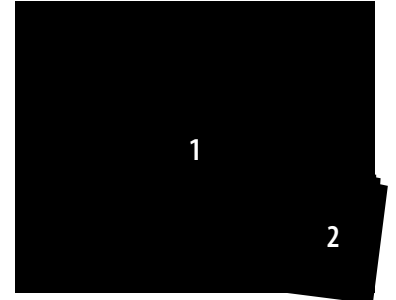
### Services Employed



Event Services



## HR Connect



- 1) HR Connect Trade Show Booth
- 2) HR Connect White Paper