

STRATEGIC EXECUTIVE BRANDING: MAXIMIZING BRAND REPUTATION THROUGH LEVERAGING GENERATIONAL DIVERSITY

- Industry: Non-Profit
- Function: Executive
- Company Size: 10000+ employees
- Location: Canada

In an effort to strengthen its reputation and better attract and retain top talents, this renowned educational institution released a book authored by its senior executives. The team recognized the importance of leveraging social media to reach millennial and gen Z audiences, but faced challenges due to limited resources dedicated to executive branding efforts.

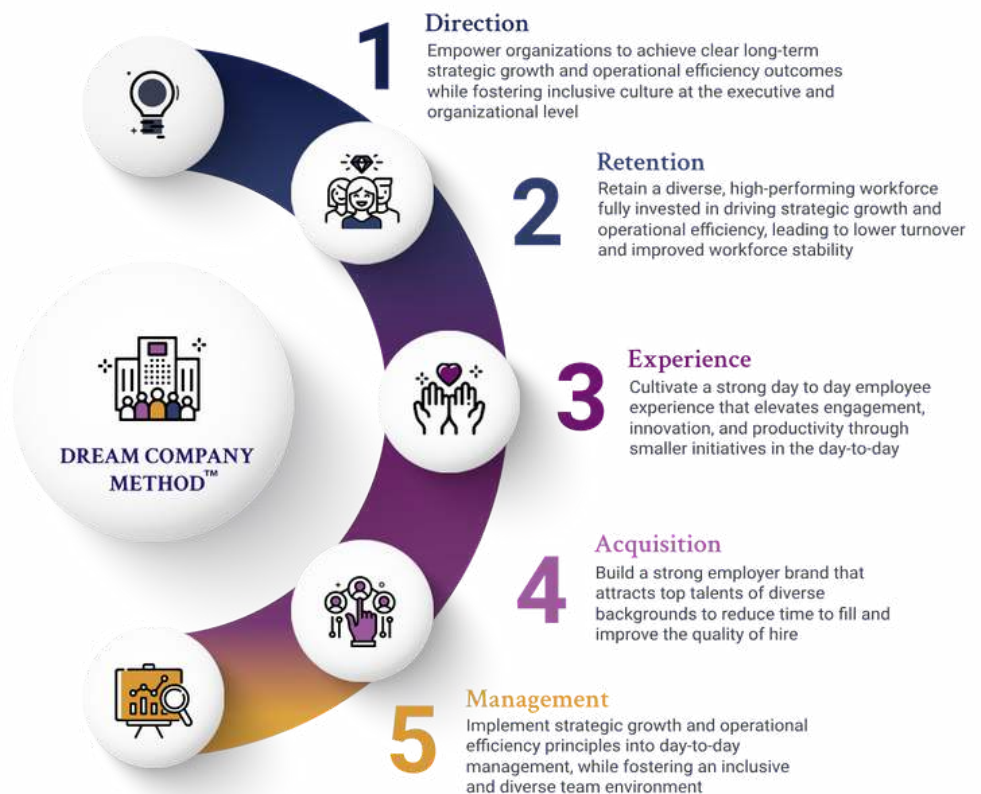
APPROACH

We honed in on the management pillar of our DREAM company method™.

The priority was to engage millennial and gen Z consumers, building a social media strategy that speaks to the demographic, and workflow optimization for social media efforts.

PROCESS

We began by advising the team on generational diversity affects consumer behavior. This helped the team to understand how millennial and Gen Z demographics consume social media.



Then we created a social media strategy that speaks to these demographics and emphasized the importance of developing a distinct brand voice that resonates with them. This also helped to determine content that resonates with millennial and Gen Z readers and built out a social media strategy— while aligning with the institution's executive branding objectives.

We also implemented a content repurposing strategy that heavily relies on automation tools, and also created content for them. Rather than creating a new content every time, we opt-ed for an approach of repurposing the content from the book to create various content mediums and campaigns. Then we relied on automation workflows to ensure a consistent and timely delivery of content.

RESULTS

The proactive approach to executive branding yielded impressive results. The book was relaunched as an Amazon best-seller, enhancing the reputation of the institution and its senior executives.

The content repurposing and automation strategy allowed the executive branding team to focus its executive branding resources on more critical initiatives, such as speaking engagements, while still engaging with millennial and Gen Z audiences.

NEXT STEPS

If driving strategic growth and operational efficiency while fostering a culture of inclusion is a priority for your organization, we invite you to schedule a 30 minute roadmap session with our team.

During this session, we'll work collaboratively with you to:

- Evaluating your current strategic direction and growth objectives
- Identify opportunities to drive strategic growth and operational efficiency while fostering a culture of inclusion
- Co-create a tailored plan of action that aligns with your objectives and values

If there's a mutual fit, we'll also assess whether our solutions are the right fit in helping you achieve your objectives. As a trusted strategic partner, we'll only recommend solutions that creates win-win outcomes for all parties involved.

SCHEDULE YOUR ROADMAP SESSION