Effective Employer Messaging Spanning Across Generations

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Generations in the Workplace

Traditionalists
Boomers
Gen X
Millennials
Gen Z

Baby

Today's Goals

- How to Define Your Target Audience
- Techniques to Develop Your Message
- Tips to Make Your Message Resonate
- Ideas on Effectively Delivering Your Message
- Ways you can Measure Success

The Message Map



- Message Map



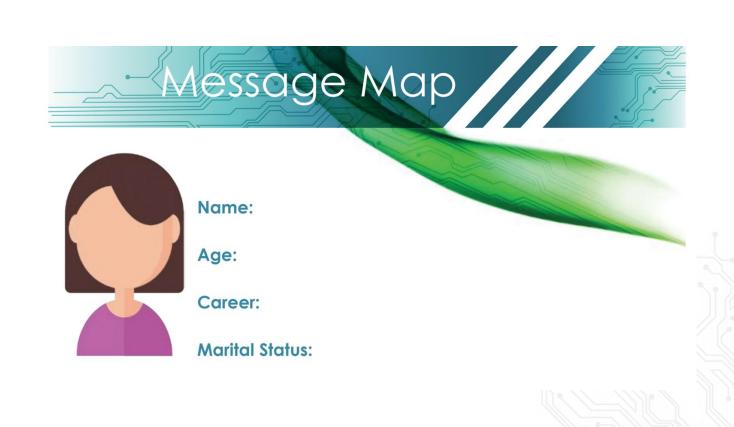
Name:

Age:

Career:

Marital Status:

Motivations/Goals	Pain Points/Objections	Overall Needs
Key Messages	Key messages	Key Messages



Message Map

Motivations/Goals	Pain Points/Objections	Overall Needs				

Message Map

Motivations/Goals Key Messages	Pain Points/Objections Key messages	Overall Needs Key Messages				



So what's Next?

Deliver The Message

Message Delivery Options

- USPS Mail sent to home
- In person/phone/video meetings
- Flyers or Posters at worksites
- Email
- Company website
- Landing Page
- Social Media?

A Communications Calendar

Considerations for the Communications Calendar

- Business/Calendar Cycles
- Event Timeline
- Communication Frequency
- Platforms
- Your Available Resources
- Consistency

Communications Calendar

MEDIA	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ост	NOV	DEC
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You've Accomplished So Much!

But how will You measure success?

Ways to Measure Success

- Achievement against goals
- Surveys
- Grass Roots Feedback
- Fewer complaints
- Early milestone completion
- Less stress at the finish line

Keep using these tools to effectively communicate, deliver your message, and measure your success.



Thank You!

