

Effective Employer Messaging Spanning Across Generations

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Generations in the Workplace

Traditionalists

Baby

Boomers

Gen X

Millennials

Gen Z



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





Key Messages



Motivations



Pain Points



Aspirations

Message Map



Name:

Age:

Career:

Marital Status:

Motivations/Goals

Pain Points/Objections

Overall Needs

Key Messages

Key messages

Key Messages



Message Map



Name:

Age:

Career:

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Message Map

Motivations/Goals

Pain Points/Objections

Overall Needs

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Message Map

Motivations/Goals
Key Messages

Pain Points/Objections
Key messages

Overall Needs
Key Messages

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Congratulations!
You know how to create messaging
that resonates with your audience!

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



You've Accomplished So Much!

An abstract pattern of white circuit lines and dots on a teal background, extending from the bottom left towards the center.

**But how will You
measure success?**


Three decorative circles of varying sizes and opacities in the top right corner, each containing a white arrow pointing clockwise.



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.**

The background consists of a dense, overlapping pattern of translucent, light-colored squares. Each square contains a faint, gray question mark. The squares are tilted at various angles, creating a sense of depth and movement. The overall effect is a textured, abstract background that suggests a theme of inquiry or questions.

Q&A

Thank You!

