



Case Study

HR Executive Forum and Powerhouse Planning: Targeting the Magic of Strategic Marketing

HR Executive Forum was founded in 1991 as a professional membership organization for senior human resource professionals to share ideas and advice. Located in the Twin Cities, HR Executive Forum provides strategic programming designed to inspire new, creative ways of thinking to achieve successful business outcomes. Membership in HR Executive Forum is open to all executives and senior-level human resource professionals in the greater Twin Cities area.



Business Name: HR Executive Forum

Website(s): hrexecutiveforum.org
[linkedin.com/company/hr-executive-forum](https://www.linkedin.com/company/hr-executive-forum)

Industry or Business Type: Human Resource Services

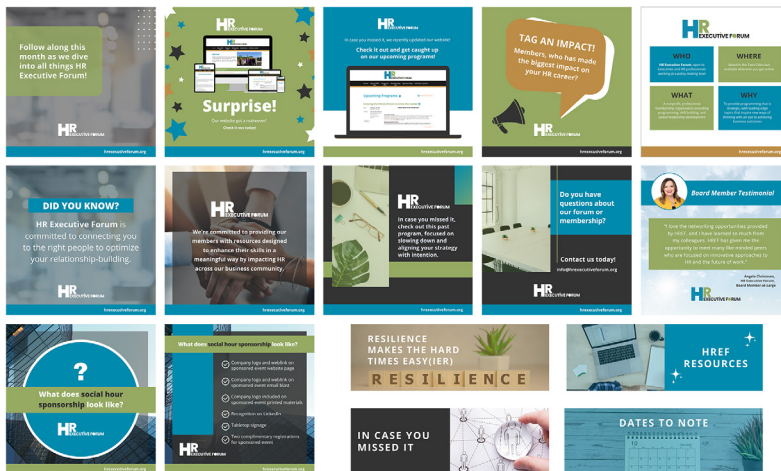
Powerhouse Services:

- Project Lead/Marketing Consultant
- Content Writer
- Graphic Designer
- Social Media Strategist
- Quality Assurance Specialist

Benefits: HR Executive Forum needed a targeted strategic marketing campaign designed to drive membership growth and participation but did not have the personnel with the skills or time to take on this challenge. By using the proven Powerhouse remote team solution, HR Executive Forum was able to employ a fresh brand and value proposition membership campaign while remaining focused on providing leading-edge programming and support for its current membership.



Powerhouse



Challenge

HR Executive Forum developed a goal to drive strong membership growth, program engagement, and participation but needed assistance in designing and bringing their desired objective to fruition. With a diverse and professionally busy board of directors, HR Executive Forum did not have the personnel with the time or skills necessary to create a targeted marketing campaign and reach their stated goals.

Solution

In June 2022, Powerhouse Planning partnered with HR Executive Forum to provide the marketing solution they needed. Powerhouse's remote team solution provided HR Executive Forum with a strategic marketing plan based off their stated goals of increasing membership and participation.



For three months, Powerhouse provided weekly social media posts, gathered testimonials from HR Executive Forum Board Members and clients to showcase HR Executive Forum's impact, created two e-newsletters per month designed around the strategic marketing plan, and provided general marketing consultation services.

Results

The Powerhouse/HR Executive Forum partnership highlights the results a remote team solution can achieve. By working closely to establish a detailed plan for success, combined with trust in the partnership, the remote team solution works to help businesses reach, and surpass, their goals.

Over the course of a three-month marketing-focused contract, Powerhouse delivered

- Goal-focused strategic marketing plan
- Reimagined logo with new color scheme
- Six e-newsletters
- Six designed e-newsletter banners
- Over 50 social media posts

- More than 60 designed social media ads and banners
- Growth in all social media areas:
 - Page views +45%
 - Visitors +37%
 - New Followers +52%
 - Reactions +413%
 - Comments +585%
 - Reposts +46%

By understanding the specific needs of the client, Powerhouse Planning was able to assist HR Executive Forum in realizing their membership growth and participation goals. In addition, Powerhouse Planning provided the necessary tools and guidance to ensure continued success with a revitalized marketing brand and brand recognition. When an organization understands the benefits of outsourcing to experts with a dynamic, comprehensive vision focused on the client's stated needs, anything is possible.

"The best parts of working with Powerhouse Planning were their friendly and professional team and their prompt, skilled deliverables. They were always on time or ahead of schedule, which helped keep us moving. We hope to work together again in the future."

- Sarah Waite, Board President, HR Executive Forum

Powerhouse Planning serves as an affordable, scalable, and targeted resource to assist companies of all sizes in achieving their goals. Our talented freelancers become a team within your team, supporting your company as a whole at no overhead cost to you. Founded in 2012, Powerhouse provides our clients with remote team solutions in the areas of business growth, content creation, and event facilitation while providing careers for military spouses and veterans worldwide.

Visit powerhouseplanning.com to learn more.

