

## **Case Study: HR WoRx**

### **Background**

Based in Savage, MN, HR WoRx helps make its clients' HR functions more impactful and efficient. It has a unique project-based operating model and a dedicated, senior team focused on relationships and results.



### **Situation**

HR WoRx was looking to expand its business after two years and wanted to launch into new markets. CEO Alice Walker decided to initiate a marketing and communications program to support and drive this expansion. Specific goals included:

- Establishing a corporate message platform and related assets (elevator pitch, key bullets, narrative copy, etc.) to guide external communications
- Writing case studies, sell sheets and other foundational content assets, to provide an ongoing baseline for sales and marketing efforts
- Conducting some targeted media relations to introduce the new company to the Minneapolis-St. Paul marketplace
- Creating content for their website, blogs, and social media sites

HR WoRx hired Game Changer Communications in late 2021, and the firm has provided on-and-off support ever since.

### **Results**

Game Changer and HR WoRx worked together to produce:

- A comprehensive message platform
- Thorough, detailed copy for the firm's entire website
- Three case studies to showcase different HR WoRx capabilities
- A byline article that published in Upsize Minnesota – a magazine targeted specifically to executives of small to medium businesses

HR WoRx had a successful expansion, and leveraged that momentum into a strong year of growth. The firm has signed several significant clients, hired a team and begun to scale and prepare for its future as a fully-functional HR consultancy.

### **In Their Words**



## Game Changer Communications

*“Game Changer Communications was the key component to launching our successful marketing campaign that helped us expand our business and attract new clients. Jason took the time to fully understand our business and was able to articulate our unique business offering in a way that helped us attract the right clients. He understood the target audience we were trying to attract and how to communicate to that audience. The return on this investment exceeded my expectations. I highly recommend his services and we will continue working with him in the future on new campaigns.”*

--Alice Walker, CEO