



Dear [member_name_first],

How your staff can energize your marketing



If you have an organization or business that delivers a service, your staff already represents your brand on a person-to-person basis.

Why not have them represent your brand in your marketing?

The advantages:

- *It humanizes your organization.* If your communications sound bureaucratic, making your staff the star will create an emotional connection with your audience
- *It energizes your staff.* Featuring staff recognizes outstanding performance
- *It builds the brand.* If you offer a service to clients, their interaction with you is a big part of the product! Making your staff the star in your marketing multiplies your brand's impact

Ways to make your staff the star:

- *Feature staff on the website.* Talk about their job, and how they contribute to the organization. Pictures are important -- show them with clients, not just portrait shots
- *Shoot a web video.* Grab a Flip video camera and do an interview. Remember

web videos should be under 3 minutes

- *Feature staff in direct mail/email campaigns.* Try using staff quotations or stories in addition to client or donor testimonials
- *Events.* During an event, have staff member participate. It can provide a break from the dignitaries, and help tie the event to your brand.

Remember -- the best staff to feature are those who work directly with clients -- not senior management!

FACT OF THE MONTH

Locally known as the "Breakfast Counties" are Bacon, Coffee, Cook, Crisp and Early counties in Georgia.

White paper shows how content marketing can build your brand

Drop us an [email here](#), and we'll send you our new white paper on how to build trust and use social media to engage your audience.

About LevinsonBlock

WHO WE ARE: LevinsonBlock LLC is marketing and design firm that has specialized in healthcare, businesses and non profits for over 20 years. We make complex messages simple and simple messages stronger. Visit us [here](#).

WHAT WE DO: brand strategy and branding; persuasive content; print (such as annual reports, event promotion, periodicals); and usability-focused websites.

If you have marketing questions or a topic you would like us to address in a future issue, [email us here!](#)

Thanks for reading!

Peter

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