



# Employee Engagement Micro Campaign

## The Importance of Engaging Employees During Times of Uncertainty

Emergency and procedure communications are critical at this time. Beyond necessary communications, are you taking any measures to keep employees positive and engaged? With many employees working in a new virtual environment, how are they staying connected to their colleagues and the organization? Are they aware of the benefits and programs available to support them? **How you engage employees now will make all the difference once the crisis is over.**

## How We Can Help

Complement your existing employee communications with an engagement campaign. Through targeted messaging and a toolkit of creative assets, we'll build a marketing and communications campaign to re-energize and provide reassurance to employees in complete alignment with existing communications. We'll start by getting to know your business' current state, key challenges, and communication plans. Then, we'll move quickly to craft custom messages and creative assets to bring the campaign to life.

### EMPLOYEE ENGAGEMENT MICRO CAMPAIGN

*A short term campaign to energize employees while building trust and connection to the organization.*

#### OUR APPROACH

Engagement Planning	To understand the current business state, key audiences and challenges, and communication strategy and plans. Includes a high-level brand immersion to understand branding and creative guardrails and an inventory of employee communication and engagement channels.
Messaging Content	Develop custom messaging elements, which may include headlines, copy starters, key talking points and/or calls to action.
Creative Asset Toolkit	Build a toolkit of digital and/or print assets to activate the campaign and bring the campaign to life.
Project Management	Rapid timeline and ongoing project management support.

## We're your employee experience response team.

Every organization should have a true understanding of what's in the hearts and minds of their employees and have a strategic plan to keep them engaged. We have the niche expertise and experience to help you take impactful action now. Contact our CEO, **Susan LaMotte**, via [susan@exaqueo.com](mailto:susan@exaqueo.com) or (202) 276-1086 for immediate assistance.



[Crisis Response Resources](#)



[Crisis Communications Framework](#)