

Our Capabilities

EMARI Group is a strategic advisory firm specializing in external communication for key stakeholders. From mergers and acquisitions to crisis communications, employee engagement, talent attraction, entering new markets, growing market share, and more, clients rely on us for data-led insights, strategic advice, and interesting, engaging content to share with their networks.

Over the last 10 years, EMARI group has worked with hundreds of senior level leaders in some of the world's leading organizations. At any stage of their leadership journey, we advise people on effective strategies to engage with customers, employees, investors, policy-makers and future talent, and support them to achieve their desired business outcomes.

In-Depth Audits with actionable recommendations



Digital Footprint Audit

What do people know and say about you now?



Audience & Network Analysis

Who are you reaching & who do you need to know?



Content Research

Who & what are people interested in and sharing?



Channel Approach

What is the best way to reach your target audience?



Peer Audit

How do you compare to current and future peers?

Developing and optimizing strategies



Target Audiences

Identifying who you want to reach and why



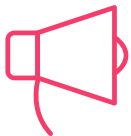
Content Strategy

Identifying themes, cadence, voice, and creative



Channel Approach

Selecting channels based on objectives and audiences



Promotion

Utilizing a combination of paid and organic tactics



Measurement

Creating a consistent framework for reporting and KPIs



Operations

Developing approvals process and community management guidelines

Supporting activities to provide insights and embed learning

In-Depth Interviews

Discussing objectives, personal interests, and content priorities to develop an authentic content approach

Messaging Workshops

Organizing and prioritizing messages into themes mapped to each executive

Messaging Matrix

Identifying key thematic areas for each executive and articulating a holistic approach

Individualized Playbooks

Crafting tailored approaches for each executive that ladder up to a comprehensive program

Sustaining a Long-Term Approach

- ✓ Strategic Advisory
- ✓ Channel Advocacy & Engagement
- ✓ Editorial Planning & Content Generation
- ✓ Paid Media Support
- ✓ Community Management
- ✓ Analytics & Measurement
- ✓ In-Person or Virtual Training Workshops
- ✓ Resourcing Assessment & Recommendations
- ✓ Optimizing Operationalized Processes to Scale Over Time

