



## Case Study - Marketing Consulting

Launching New Services to Train the Millennial Workforce

### THE CLIENT

The Quarter Design was founded by Eugenie George in 2015 to help millennials in the Philadelphia region through their quarter life crises. With the support of this project, they now primarily serve companies that employ millennials.

### THE PROJECT

The Quarter Design was preparing to shift its service offerings away from working directly with consumers to offering training and consulting services for companies hiring millennials. Fox MC was brought in to design a marketing strategy for the new service offerings.

### KEY FINDINGS

The Fox team held interviews with multiple HR professionals and conducted secondary research. They discovered that:

- HR managers saw common issues among millennials, including poor communication, lack of understanding of their role in the bigger organization, impatience, overconfidence and low levels of soft skills.
- HR professionals were most interested in paying for in-person workshops on the topic of better engagement of the millennial workforce.
- In one survey, 55% of millennials were not engaged in their jobs, and 16% were actively disengaged.
- The estimated annual cost of millennial turnover in the United States was \$30 billion.

“ Temple helped me solidify ideas I had been researching for four years. The students were realistic and practical. They did a great job backwards planning my idea.

” – Eugenie George,  
Founder and CEO

### RECOMMENDATIONS

Based on these key insights, the Fox Team provided The Quarter Design with:

1. A communication strategy including an elevator pitch, brand positioning guidelines and content writing suggestions to tailor their web presence to a business audience.
2. Strategies for building the business, expanding their network, and enhancing their brand.
3. A marketing strategy detailing which customer segments to target, the optimal price point for each service, and where to build potential customer relationships.
4. An implementation timeline matching The Quarter Designs' action steps with the fiscal calendar to optimize the chance of hire.

## RESULTS

Based on the Fox team's recommendations, The Quarter Design assembled an advisory board and hired two new employees to expand their project management and marketing capacity. Within two months of launching their new service offerings, they secured three jobs within the desired segment and generated several additional qualifying leads.