



# J&L Communications

# Our story

**J&L Communications is a B2B marketing and communications consultancy.**

## We...

- Partner with communicators and marketing executives to help them do their jobs better with our agile approach and deep expertise.
- Develop and execute impactful campaigns that see the light of day.
- Are a small business with big business experience and a global reach. We have decades of experience working in house at large organizations and within global agencies.

**Our clients range from**

**FORTUNE**  
**500**  
**COMPANIES**

**to start-ups**, spanning professional services, financial services, technology and healthcare. J&L Communications is a New York State and WBENC-certified Women Owned Business founded in 2013.

**Our team partners with you to develop the right strategy**

Everything we do starts with your specific business challenges. We integrate into your team, listen to your needs and work alongside you to strategize and execute marketing campaigns, build better communications practices and provide agile counsel and insight as your market evolves.

**We are agile**

We provide the services and counsel you need to develop and deliver better marketing and communications programs and processes. Our team of flexible, and digital-first experts cross industries and have deep skillsets in their respective fields. We also understand business doesn't always run 9-5, campaigns shift in a changing world. With us, you can expect fast, seamless access to our expertise and quick strategic thinking. No fuss. No waiting. Just the right people at the right time.



**We have a proven track record**

of helping organizations successfully reach and engage audiences around the business-critical issues of diversity, equity and inclusion. And as a minority-owned company ourselves, we're perfectly placed to ensure every communications program we develop in this area is authentic, relevant and effective.

Whether it's smart strategic counsel, world-class delivery or both, our work creates a lasting impact for your business.

# The Value We Bring

People are increasingly looking to buy from and work for organizations that share their values around diversity, inclusion and social justice. J&L Communications is certified by The Women's Business Enterprise National Council (WBENC) the most widely recognized and respected certification for women-owned businesses in the U.S.



In addition to J&L being certified by New York State and WBENC, CEO Jennifer Compton serves on the Fundraising and Marketing Development Committee for The Campaign Against Hunger and is an Enterprising Women Advisory Board Member



You and your clients, benefit from the heightened levels of innovation and competition found among smaller businesses like us and gain first-mover advantage on cutting-edge technologies. And, crucially, it helps you and your clients boost resiliency and agility in the face of disruption, a key competitive advantage in today's unpredictable world.

## We...

- **Minimize** overhead
- Tap into the **senior experts you need**, when you need them
- Act as an **extension of your team**
- Put **people first**: we care for our clients, what keeps you up, keeps us up
- Deliver **quality, affordable, and actionable** creative work
- Are **agile and adapt** to your challenges and priorities
- Make you **look good**

# We are Diverse Thinkers

**Our diverse team of marketing communications practitioners spans time zones and operates with a global mindset.**

J&L Communications intentionally built an international team across several countries and continents, creating a pool of diverse thinking.

**With  
30%  
minorities  
across the  
globe,**

diversity is one of our greatest strengths, and together the nearly 50 of us join forces daily to uphold our shared commitment to mutual respect in everything we do. The more different communities we work across, the more different points of view we have and the greater the sum of our parts as a business; professionally, creatively, culturally, socially and ethically. As a women owned business and a diverse supplier we understand the importance of working with the right teams to reach the right audiences.

At J&L there is an environment of inclusion and belonging. We engage all team members, encourage and create a safe space for discussions, focus on listening and offer real choices and opportunities.

## We... promote D&I within our organization

- Make diversity hiring an integral part of our overall business identity.
- Use inclusive language in our job postings, and our company communications.
- Focus on non-traditional candidates when hiring. We aren't just looking at job candidates from elite universities or who come with referrals from trusted colleagues, friends, and family members.
- Work with a network of partners, some in lower to middle income countries giving them a chance to scale their business with us and reach their full potential and gain more opportunities.
- Are helping guide Fortune 500 companies on how to communicate both internally and externally about their Supplier Diversity programs and the impact they make. As a small, women owned business, we sit on both sides of the fence creating our own culture and working to help big companies change and improve their culture.

# How we work

01

**Audience**

02

**Objectives**

03

**Strategy**

- Messaging
- Content

04

**Tactics, tools  
and technology**

- Channels
- Deliverables
- Measurement

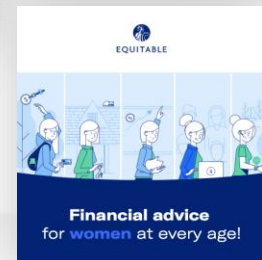
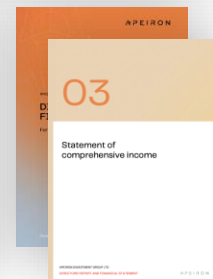
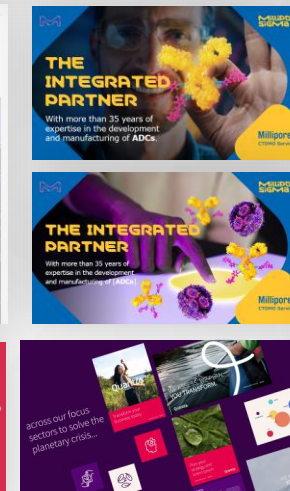
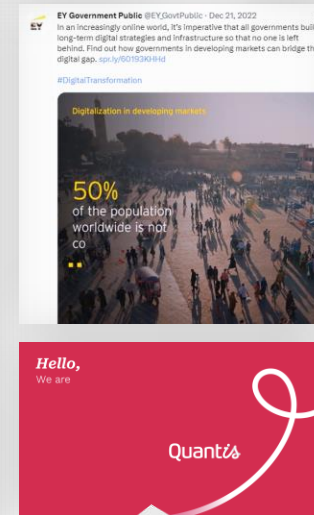
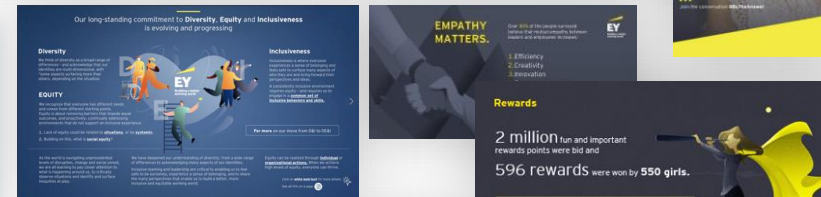
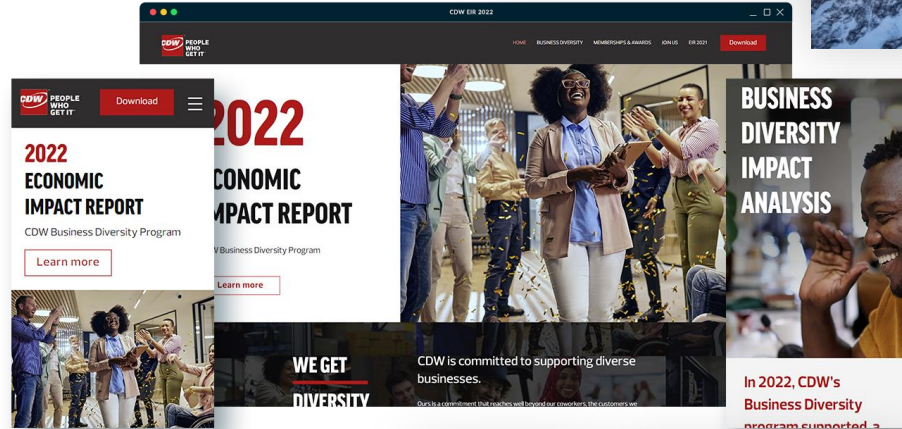
05

**Putting it  
all together**

- Campaign  
architecture



# Creative



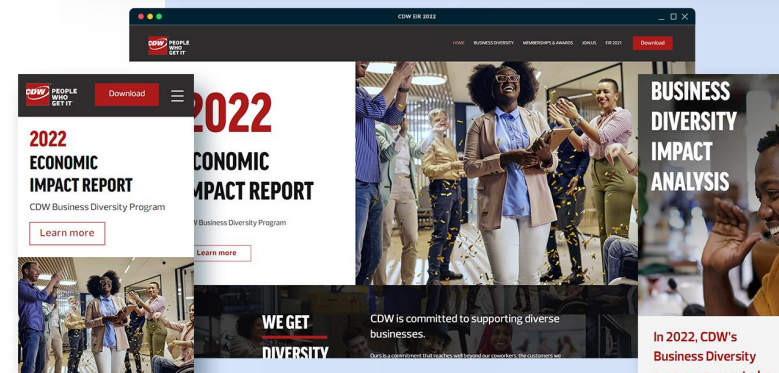


# Solution based content

We believe content should provide solutions to specific problems or issues so your clients can make better-informed decisions. We create solution-based content showcasing your leadership's point of view that takes many forms, including articles, videos, infographics and more. Our goal is to educate and empower your audiences by offering practical and actionable advice.

## Examples include:

- Supporting EY Managing Partner Lisa Caldwell in building her expertise and EY's brand through writing her Forbes column for four years.
- Crafting client-facing materials for ServiceNow Alliance leaders enabling them to better communicate why companies should look to EY and ServiceNow as a tech partner.
- Developing strategic partnership and campaign activation for EY's Global G&I team across three marquee programs- Sustainability, Digital State and PFM Blockchain-to aggressively grow the firm's offering in this space and become the number one trusted advisor in the government consultancy market.
- Developing EY's Microsoft Alliance Partner of the year award submissions.
- Supporting EY's SAP Alliance with their event programs and communications, specifically with the flagship SAP event Sapphire for three years.
- Developing strategic content for the EY/IBM Alliance.
- Creating internal and external communications for the EY wavespace team including leadership communications, presentations, videos and explainers.
- Developing Better Working World Data Challenge (Open Science Challenge) explainer videos and executive communications.



# Video, webcasts and webinars

Video can be a powerful tool for companies to communicate with their target audience, build brand awareness, and achieve specific business objectives. In our work with EY we've created videos that achieved several different goals, including:

01

Increasing brand recognition and awareness among target audiences.

03

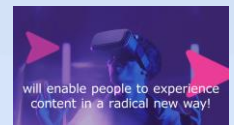
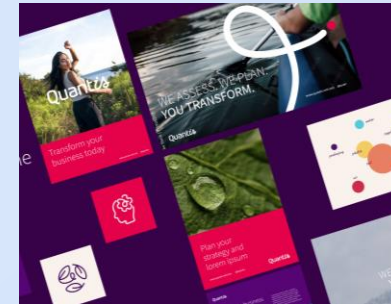
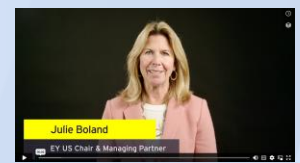
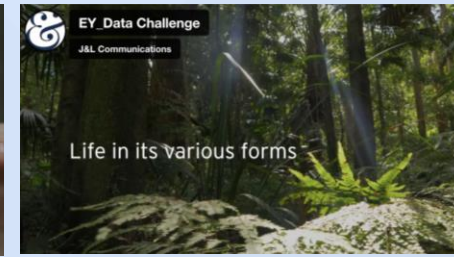
Generating leads by providing valuable information about EY's products and services, and offering calls to action that encourage viewers to act and do.

02

Increasing employee engagement through sharing information about new initiatives, policies and procedures.

04

Encouraging talent acquisition by showcasing EY's culture, values and work environment.



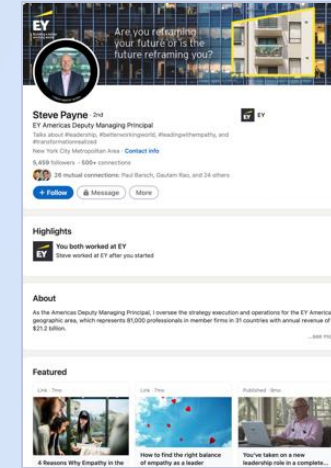
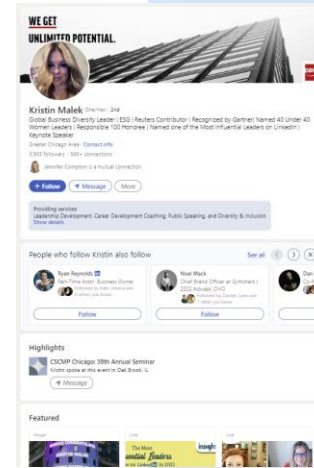


# Social audits and training

We know that people buy people, and that's why we developed our Frontrunner program – entirely focused on amplifying leaders' expertise and influence through LinkedIn.

As a strategic partner to EY, we've conducted over 250 social audits and trainings, both one-on-one and with full teams and leadership.

Through our Frontrunner program, we conduct audits of each individual's digital presence and develop and run a tailored training program. This can be one-to-one, one-to-many and include profile updates, content support and community management as required.



## The FRONTRUNNER Program // PLAN COMPARISON

FEATURE	WHAT'S INCLUDED	BRONZE	SILVER	GOLD	PLATINUM
J&L AUDIT	Two-page personalized audit with LinkedIn profile review and Google Search review with recommendations.	✓	✓	✓	✓
TRAINING SESSION	Virtual interactive session with experts from J&L Communications.	✓	✓	✓	✓
CONTENT RECOMMENDATIONS	Weekly delivery of relevant articles with copy and recommended hashtags sent to you every week to post on your LinkedIn account.	—	3 PER WEEK	5 PER WEEK	✓
ENGAGEMENT RECOMMENDATIONS	Weekly email delivery of LinkedIn engagement opportunities and the recommended responses for each.	—	5 PER WEEK	10 PER WEEK	✓
CONTENT CALENDAR	Google Sheet with calendar and content aligned with predetermined themes. We will work with your team to understand planned content being released and will incorporate.	—	✓	✓	✓
QUARTERLY REPORTING	Social Media Progress report with detailed metrics and breakdown on profile performance, content performance, SSI performance, and more on your behalf.	—	✓	✓	✓
ACCOUNT MANAGEMENT	J&L fully manages your account and takes care of all content publishing and community engagement.	—	✓	✓	✓

## LinkedIn Immersion training

Clyde & Co.

### Today

1 Introduction	Profile Optimization	3 Content
4 Engagement	5 Measurement	6 Q&A

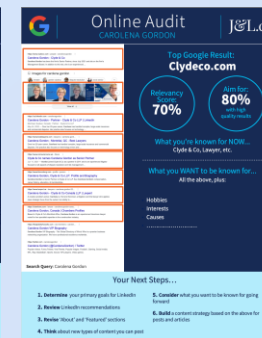
## Part II Profile Optimization

### Why Social Media?

Leaders should be part of conversations relevant to your industry and geography because...

92% of B2B buyers are willing to engage with a professional who is a known industry thought leader, a reputation established by consistently posting thoughtful, relevant content on social media.

In this COVID world, virtual alternatives have replaced in-person engagements. With captive audiences online and relying on social channels like never before, LinkedIn is a great way to bring your subject matter expertise to a broad audience.



# The FRONTRUNNER Program

## PLAN COMPARISON

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ACCOUNT MANAGEMENT	J&L fully manages your account and takes care of all content publishing and community engagement.				✓

J&L.co

“

Given the proliferation of social media marketing, training is vital to ensure that you and your teams are poised to understand and make the most of social media.

The background of the slide features a photograph of three businesswomen in a meeting. The woman in the center, with short red hair and glasses, is smiling and has her hands clasped. To her left, another woman is partially visible, gesturing with her hand. To the right, a third woman is looking towards the center. They are all seated at a table with laptops. The image is overlaid with a dark blue semi-transparent filter and large, light blue decorative swirls on the right side.

# Case studies



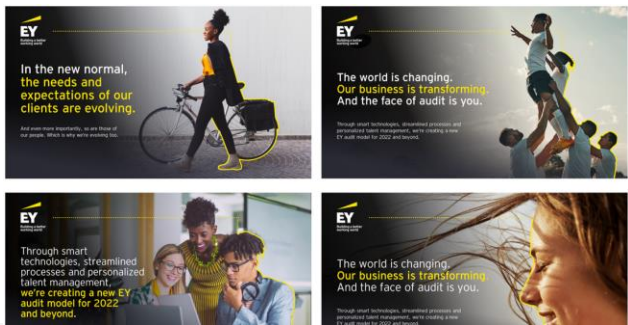
# Case studies

01



## Internal Communications Campaign Accelerating the EY Assurance Transformation Journey

EY Americas Assurance is transforming the execution of the audit by working to optimize the service delivery model – enhancing methodology, innovating and leveraging technology and implementing a Transformation Office to connect strategy, innovation and change management. J&L was tasked with building an internal communications campaign to retain and inspire assurance talent on their career trajectory. This included building a suite of key messages- visual themes and videos that reached the three key audiences- PPEDD, Senior Manager/Manager, and Senior/Staff in a meaningful way while inspiring confidence and providing clarity on this journey.

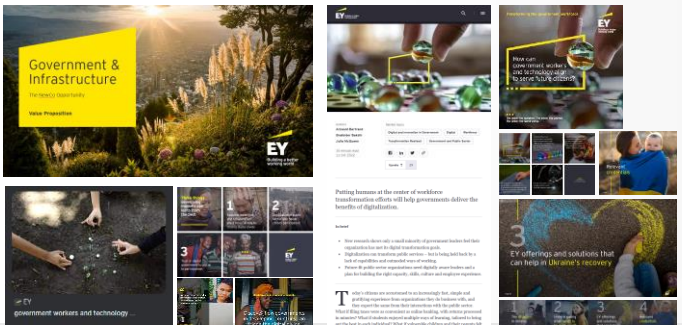


02

## Global external marketing campaign and creative

### EY Global Government and Infrastructure campaign activation:

EY's Global Government and Infrastructure Group has developed a comprehensive three-year strategic marketing plan in support of EY's plan to aggressively grow the Global G&I business and become the number one trusted advisor in the government consultancy market. J&L is working in close partnership with the BMC team to support 3 marquee programs for campaign activation around Sustainability, Digital State and PFM Blockchain.



03

## Messaging, social and external marketing campaigns EY Global Alliances and Ecosystems

EY wants to be seen as that key partner and bringing cutting-edge tech capabilities and people to every engagement. We work to showcase the EY experience and value through every piece of content we create, including messaging support, social support for leaders, social campaigns for the Alliances and Ecosystems teams, sales enablement, thought leadership, press releases, case studies, infographics and videos.

We're focused on raising the profile of EY's Alliances and Ecosystems both within the firm but also with alliance partners, encouraging them to choose EY for engagements, moving the needle for the partnership, beefing up the sales pipeline and bringing EY's value to the table.



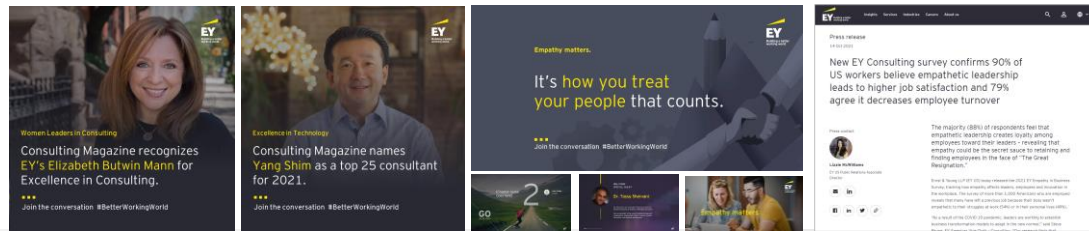
# Case studies

04



## Executive Communications support EY Americas Consulting

We develop solutions-based content for leaders, including bylines, articles, long-form LinkedIn posts and video series campaigns for social based on key trends including Gen Z and the workforce, for example. We provide white glove social support for EY Americas Deputy Managing Principal Steve Payne, Americas Consulting Vice Chair Raj Sharma, Managing Partner Lisa Caldwell and EY Vice Chair, US-East Region, and Marcelo Bartholo. This includes research and content recommendations in their tone of voice, community management to develop new and meaningful followers, long-form content creative assets including polling, infographics, quote cards, etc. We have developed a Social Media Ambassador training tailored to help Partners, Solution Leaders and Field of Play teams become comfortable using LinkedIn and making it part of their daily digital repertoire. As part of this training, we also develop personalized Social Media Ambassador audits providing a baseline, specific improvement recommendations and leading practices. For partners, we also provide a social peer review so we can understand where the whitespace is for commentary and expertise.

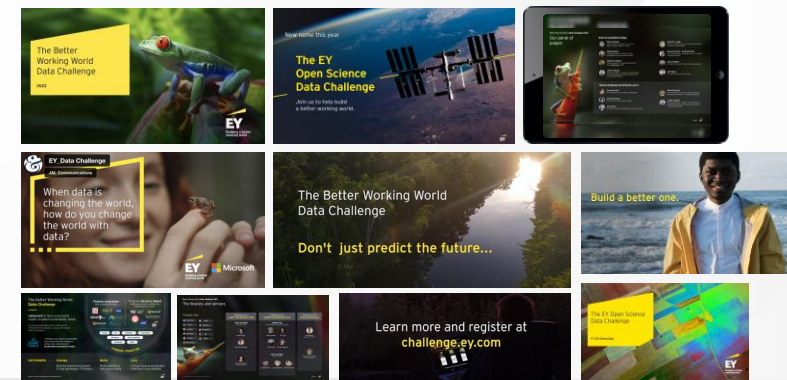


05

## External campaign strategy, creative and channel management

### EY Open Science Data Challenge (Formerly: EY Better Working World Data Challenge)

We were tasked to help EY raise the profile of its inaugural Better Working World Data Challenge as a marquee program and further develop it across service lines. We were asked to evolve the perception of EY's brand and help close tech brand gaps, as many people view EY as an accountancy firm, and not at the forefront of innovation and technology. J&L provided overall campaign strategy and channel management along with strategic and creative support to develop program assets that drive awareness of and participation in, the program. This included static and interactive/animated illustrations that could be utilized across channels, high-level video and animation highlighting the loss of biodiversity and this particular challenge. We also helped teams develop practical, usable solutions; content development including internal and external articles and communications, social media amplification with animated ads.



# Case studies

## 06

### Video development

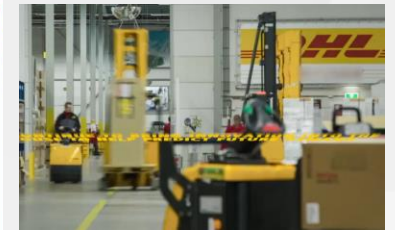


### Challenge

DHL is the world's largest and leading, high-tech, contract logistics, serving over 220 countries and territories and delivering 1.8 billion parcels every year. However, they needed a way to elevate their brand and showcase how their investments in innovative technology radically reduce costs and improve supply-chain efficiency — and how those benefits get passed on to their customers. Client-facing employees also needed to learn more about the technology within the DHL warehouses so they could better serve customers, delivering on the right products, services and cost savings.

### Approach

Working directly with the marketing team at DHL, we created a compelling program to shine a light on the investments DHL has made in intelligent automation, data analytics and AI — and how their strategically designed networks deliver the capacity, flexibility, and supply chain expertise needed to reduce order cycle times and predict future demand. We were able to showcase DHL's robotic process automation technology through a compelling video campaign that brought to life DHL's capabilities, using cutting-edge motion graphics and visual effects, client graphics, original music, and custom sound design and voice-over.





## C

# Case studies

08

Internal communications campaign, messaging development, value prop and creative

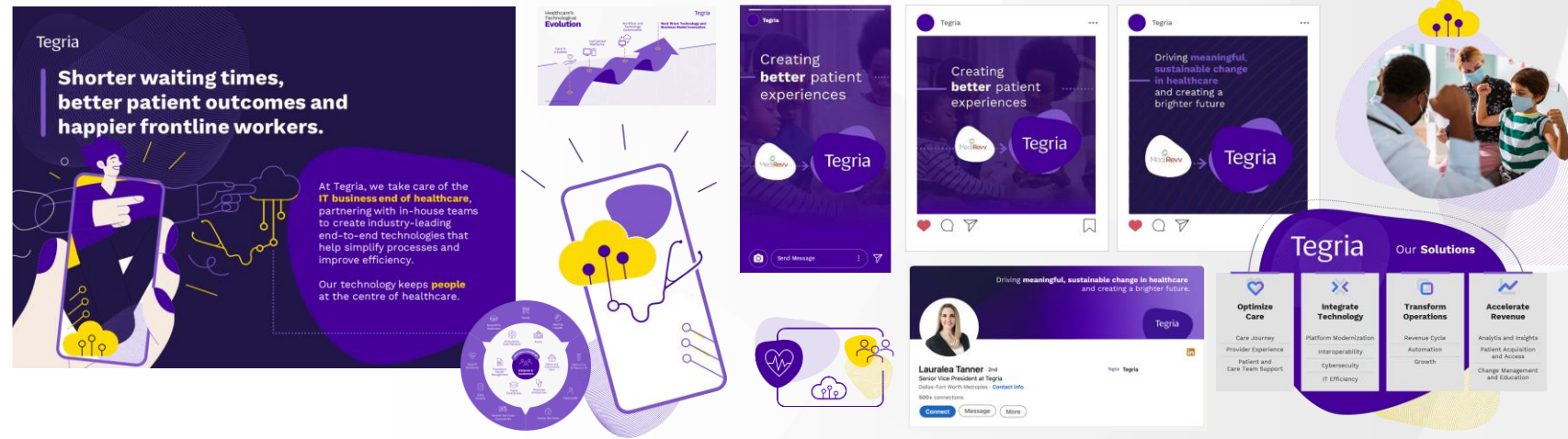
## Tegria

### Challenge

The pandemic caused enormous upheaval and damage to people's lives and the world's economies. It caused millions of Americans to be fired or furloughed, and suddenly faced with big "what if" and "what now" questions about their financial futures. This may not be the last life-altering event to cause many of us to face unprecedented challenges and uncertainty.

### Approach

Tegria brought us in as partners to develop and elevate the brand and introduce it to both internal and external audiences and stakeholders. We developed a comprehensive campaign that included assets and marketing materials.



### Solution

Working quickly to identify the core promise of the brand, we mapped out a plan for reintroducing Tegria to its internal stakeholders first.

We wanted to align the portfolio of sub-brands and initiatives that employees already were familiar with, and ladder these up to a larger, overarching brand story so everyone could rally around a single purpose. We provided employees with the talking points and tools they needed to be able to collectively have a cohesive narrative and be able to field questions about how Tegria could enhance and evolve how teams within the company (sales and marketing, client delivery, recruiting and onboarding, philanthropy, etc.) would work with the various portfolios in the future.

Once employees had the tools they need to be able to have a unified brand vision and voice, we identified all the opportunities that could be leveraged to consolidate the Tegria rebrand and reinforce the newly articulated set of values and attributes. We then created a communication strategy — along with all the necessary supporting content and materials — so the employees could put the brand rollout plan into action. These assets included:

- FAQs for all customer-facing teams
- Slip sheets and explainers — i.e., easy-to-understand graphical data visualizations
- Introductory presentations and physical branded leave-behinds such as placemats and brochures, as well as digital branded decks or infomagazines like [this](#).
- Videos: explainers and intros, as well as branded positioning for all presentation and events
- Content development for solutions and offerings, including thought leadership for selected subject-matter experts, to enable the sales teams to do thoughtful outreach
- Social media-specific content that we then “atomized” for external amplification
- Storytelling (and story curating) to generate case studies and customer narratives



# Case studies

09

Public relations, creative and writing support



## Challenge

The pandemic caused enormous upheaval and damage to people’s lives and the world’s economies. It caused millions of Americans to be fired or furloughed, and suddenly faced with big “what if” and “what now” questions about their financial futures. This may not be the last life-altering event to cause many of us to face unprecedented challenges and uncertainty.

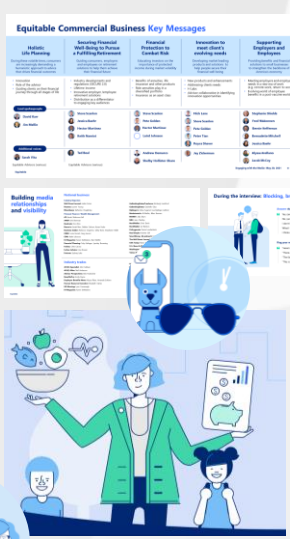
A leading US-based financial services company needed to help its clients manage the chaos and navigate their way through massive change. And, in a crowded and ever-evolving landscape, it was hard for this company to make itself heard to the clients who really needed help.

## Approach

Working with senior stakeholders and wealth management advisors, we engaged our team of writers to create content tailored to different audiences depending on where they were in their retirement planning journey. We translated insights we heard from their customers to set the strategic direction for the campaign. By creating a customer-centric strategy based on real-world thematic pillars, we were able to turn actual life concerns into impactful, solution-oriented content that changed lives.

## Solution

We developed a living, evolving content calendar that easily adapted to align with emerging themes and needs. Our team developed topical articles, videos and infographics in a matter of days and customized existing content based on user engagement on different platforms and channels. Each article highlighted achievable, meaningful tips and ladder up to the overarching themes we knew were important to the people who needed advice. Our team delivered 45 quality articles, 12 videos and 12 infographics — 10 delivered within two weeks of the campaign kickoff.



## Results

We achieved success metrics far above industry benchmarks for all aspects of our campaign. Internal engagement was incredible, with 500 public-facing advisors joining platforms for client communications; a 30% uptick in total customer visitors to the tailored, expert advice content. An engagement rate of 30% with the content meant that we sparked meaningful conversations between the company and its customers. Qualitative feedback showed that we cut through the

45  
Articles

30%  
Open rate

12  
Videos

30%  
Users

12  
Infographics

110%  
Of goal



# Case studies

10

Writing, creative and strategic support, video development, SharePoint development and user experience.



We are a strategic partner to multi-billion-dollar tech company CDW and have helped turn their Supplier Diversity Program into a business imperative. To create awareness and action amongst clients, suppliers and within their own sales teams we have developed dynamic go to market materials and back end data automation that allow them to showcase the program in a compelling way.

For example we:

1. **Redefined their Economic Impact Report**, a report that evaluates the impact of their supplier diversity program and spend with diverse vendors on the economy both nationally and regionally. We distilled the data into a compelling narrative, developing the story, the creative and design and interviewing key vendors we want to highlight in various regions.
2. **Developed and supported their Mentor Protégé Program**-a training program for diverse vendors in NYC supported by CDW and CUNY.
3. **Developed their Business Diversity site** and produced the **introductory video from Global Head of Supplier Diversity, Kristin Malek**
4. **Built and automated their supplier databases.**
5. **Built their internal SharePoint site** so that finding pertinent information on suppliers for supplier diversity, procurement, and sales teams is turnkey.
6. **Elevated leaders and program ambassadors** both internally and externally as champions of supplier diversity. This has resulted in media coverage, with Kristin Malek recognized as an influential leader to follow on LinkedIn.





Thank you