## Case Stuay LUCY KEMP

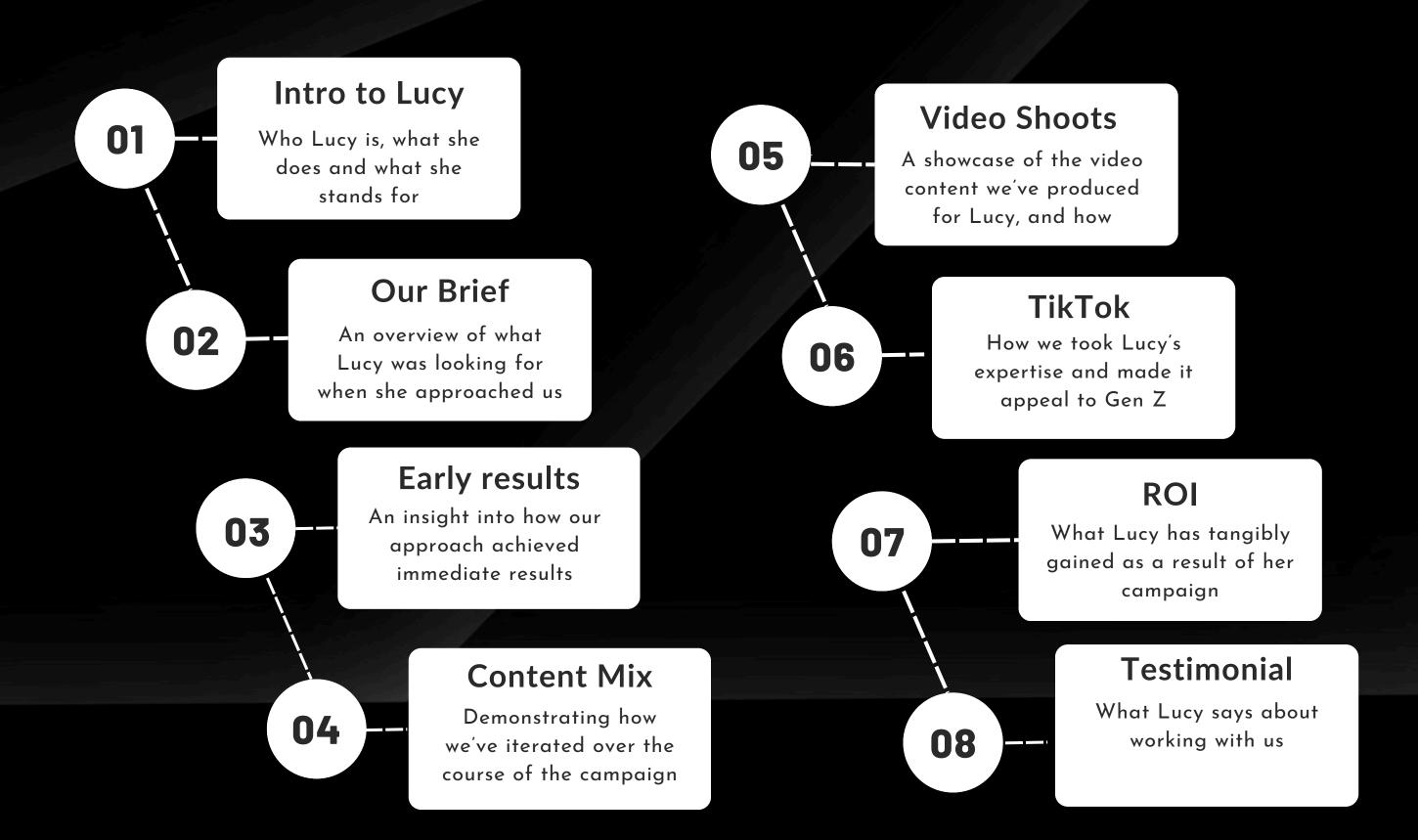
PERSONAL BRANDING CAMPAIGN



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#### CONTENTS



# Intro to Lucy





#### Lucy Kemp

Employee Experience consultant and founder of Kemp&Co.

Speaker, Panelist, Leader.

## Lucy Kemp



Lucy approached us having spent a few years as solopreneur, running her own consultancy in the Employee Experience space. She knew that to take things to the next level she needed to more publicly document the running of her business in order to build credibility and ultimately win new business. Lucy had posted sporadically on LinkedIn previously and would regulafrly consume content from others on the platform, but had no prior understanding of how to position herself in the saturated world of business consultants. She had a lot of material in the form of anecdotes and case studies that she felt would be valuable to share, but couldn't quite understand how to articulate these things in a way which would serve a true purpose on social media.

As a person, Lucy has a forthright, straight-talking style which she wanted communicated authentically in all of her content. Part of her skepticism was how anybody else could nail her distinctive tone whilst also creating content which would speak effectively to her desired target audience. In the next slides, we'll take you on a journey, starting with our initial LinkedIn brief, through to how we've diversified in terms formats and platforms over the course of the campaign.

## Our Brief



#### The Brief



#### **Core aims:**

To generate revenue for Lucy's solo-business by showcasing her expertise and offerings.

#### **Secondary Aims:**

To build a community of advocates for Lucy's work, as well as to build relatability with those who care about the same issues Lucy is passionate about.

#### **Audience:**

Primary: tech founders, CEOs and COOs | Secondary: solo entrepreneurs, working mothers

#### **Tone of Voice:**

Direct, relatable, honest, educational. There was an emphasis on cutting the fluff and communicating in a way which Lucy would in real life.

#### **Deliverables:**

A minimum of 10x posts per month, plus additional reactive content and full account/community management services.

## Early Results



#### Early Results in





Lucy Kemp (She/Her) • 1st Creating the Future of Work | Public Speaker | Helping companies Attract... 1yr • Edited • 🚱

Employees don't want free beer on a Thursday.

They don't care about discounts at local restaurants.

Having a ping pong table doesn't equate to culture.

Employees want to feel heard as individuals.

They want to see initiatives that help them do their jobs effectively.

They want transparency, honesty, and to feel a strong sense of belonging.

And they want their employer to understand that work fits into their life — not the other way around.

Realise these things or risk losing your best people!

COO You and 3,028 others

89 comments · 90 reposts

This was the first post we put out on Lucy's campaign, and what a start it was! It is quintessentially 'Lucy' in the way that it directly calls out an issue that many employees have experienced, whilst directly addressing her target audience to warn them of the consequences of such behaviour.

No asset, straight to the point — and suddenly people were taking note.

### Early Results in





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If you're going to host a lavish Christmas party soon-after making a bunch of people redundant, for f\*cks sake don't publicise it. You're just rubbing it in.

The cost of living crisis means that now more than ever, employers MUST focus on doing right by their people.

You shouldn't be hosting a big Christmas bash anyway if you can't afford to keep your employees, but that's another thing altogether.

To plaster it all over the internet where it's going to be seen by the same people you've just let go is simply irresponsible.

Do better.

Ce You and 1,165 others

42 comments · 10 reposts

...and we continuined in that vein. We took a formula that was clearly resonating with Lucy's audience and replicated it around a number of topical issues, like this post at Christmas time.

While many would shy away from swearing on LinkedIn, Lucy was always happy to do so where appropriate, as that's what is authentic to her. And it works.

#### Content Mix



#### Female Empowerment



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10mo • 🕟

I'll say it until I'm blue in the face: being a working mother means having two jobs at once, and it's nigh on impossible to balance.

One of my posts last week, which blew up, touched on this very topic.

There's a clear pattern in 38-50 year olds quitting their jobs — especially women.

The balancing act of being a mother and professional is a huge reason as to why.

Childcare costs are soaring, and one in five mothers of young children have considered leaving the workforce in order to find balance.

Women should NOT have to choose between their children and their jobs.

There is a world in which employers can support their people to enable them a happy life and a rewarding career.

We must do better.

**C** 812

A large part of Lucy's job (and later, her research) revolves around women in the workplace. Having experienced firsthand the challenges of being a woman in a male dominated industry, as well as juggling parenthood and entrepreneurialism, we have helped to position Lucy as the figurehead of a movement towards better working conditions for women.

#### Female Empowerment



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I want to give a huge shoutout to a tech company who are helping to change the lives and careers of women.

Female Invest started when Emma, Anna-Sophie and Camilla came to the realisation that none of them really knew much about investing. As women, they'd never been taught much about it and struggled to find the necessary information to learn.

Together, they decided to create a space for women to talk about money and investing, which is now being enjoyed by more than 140,000 people in 89 countries.

They're on a mission to help achieve financial gender equality across the world. Personally, I'm here for it — and so should you be!

"When you give women the ability to make the most of their money, the world becomes a stronger and better version of itself" is how they aptly put it.

I couldn't agree more.



Using Lucy's platform to uplift others has also been a key theme throughout her campaign. It has ensured we keep some positivity in her posts, whilst enabling her to talk about initiatives she genuinely cares about — all while fostering deeper connections with others and providing genuine value to her audience.

#### Straight Talker



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1vr • (5)

Fuck being afraid to tell your employer what you need to make your job easier.

Fuck not being given the autonomy to do your job your way, on your terms.

Fuck being micromanaged.

Fuck being patronised with offers of 'perks' that are of no benefit to you.

This is a new world of work. Don't settle.



30 comments • 1 repost



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1yr •

The only 2 acceptable scenarios when you're in employment:

- You're earning (what you consider to be a good wage)
- 2. You're learning

Having either of them is fine.

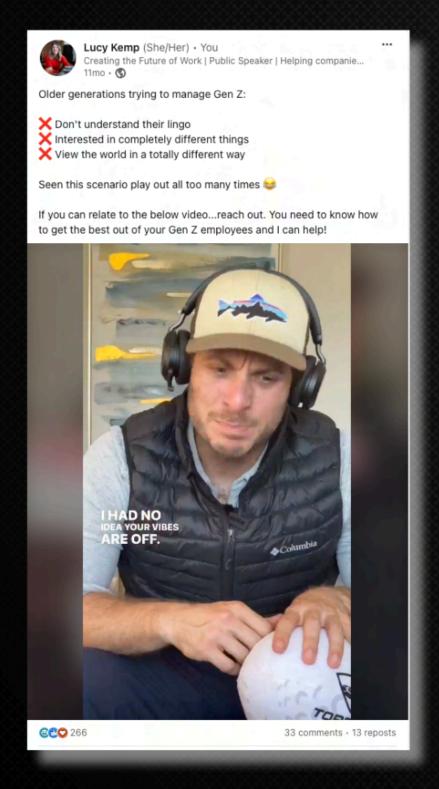
Having both of them is ideal.

Having neither = time to quit and find a better employer.



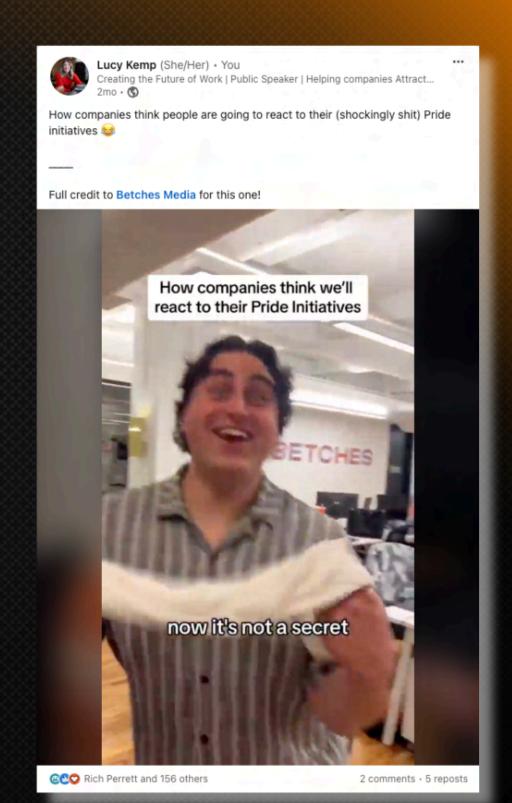
37 comments • 12 reposts

Simple yet effective text-only posts which reiterate Lucy's willingness to say the things that everyone else is thinking.



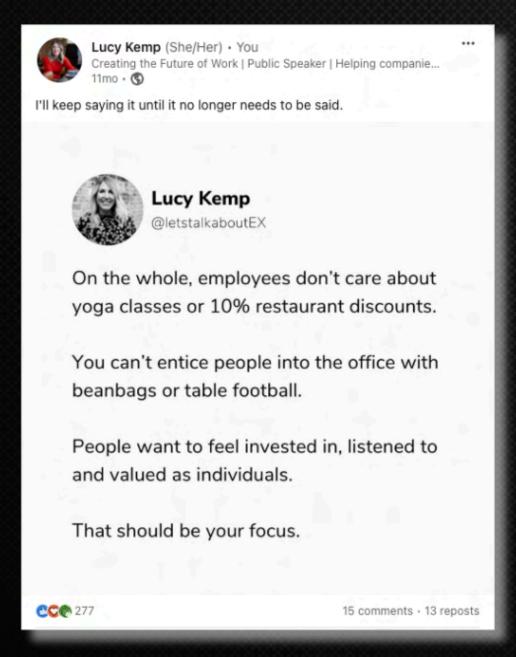
#### Humour

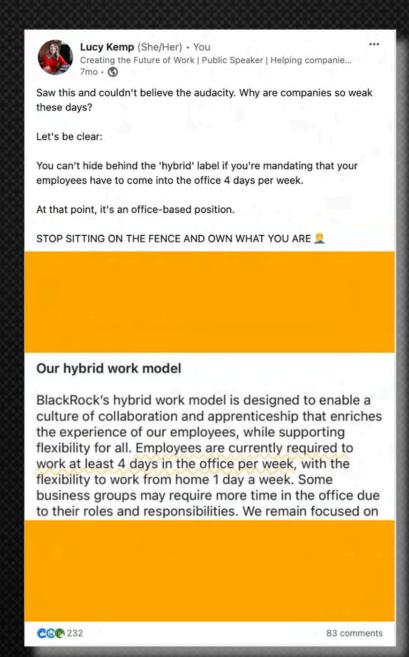


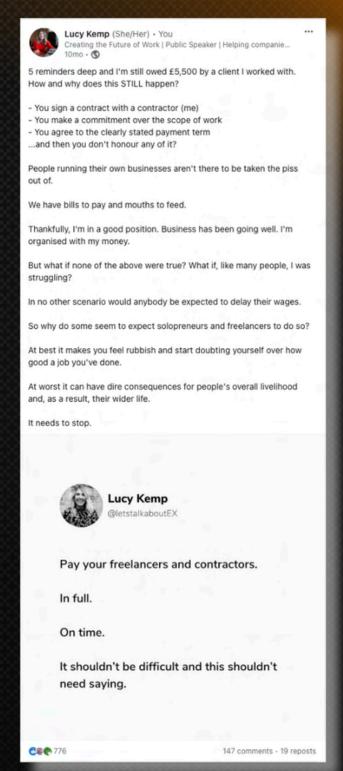


Utilising memes as well as video skits from other platforms (Instagram, TikTok) to add a different dimension to Lucy's content, whilst continuing to drive home key messaging.

#### Graphics

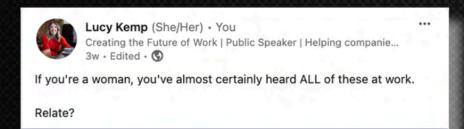






Experimenting with different graphic formats has ensured visual variety in Lucy's content. It also means the client is not solely responsible for providing photos for every post — we create the assets.

#### Graphics



Kemp&Co

Follow me if you can relate.



CC& Sophie Tunstall and 115 others

62 comments · 2 reposts

KK "You look annoyed"

Yes, I do. Because you're being a dick.

Swipe →

KK "You're such a flirt" No, Kevin. I mistakenly brushed past you in the

canteen.

Swipe →

KK

3.

"You're good, for a woman!"

> Ah, the old 'ability vs gender' scale again.

> > Swipe ->

KK

"You should smile more"

Do I not fit your idea of what a woman 'should' look like at all times?

**Kemp&Co** 

Follow me if you can relate.



#### Reactives



Lucy Kemp (She/Her) · You

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Millennial women are quitting their jobs because of 'same old sh't syndrome'. They're tired of climbing a greasy pole.

- I just read Claire Cohen's article in The Times (link in comments) and it touches on SO many of the things I post about regularly.
- 40 year olds reach the 20 year mark of their career and realise: it's now or never if I want to pursue my dreams
- All of the things they expected to have by now look largely different in reality
- Rising costs of living, childcare etc inevitably leave people thinking... is this it?!
- Women feel penalised for taking maternity leave and are completely demotivated by the 'lost ground'

The message to companies is clear.

If you cannot tie true purpose to people's work, and find ways to cater for the differing needs of your diverse workforce...

You're going to lose your best and most experienced people.

Employee Experience is more than a fluffy fad.

It's a crucial consideration for your people and the long term health of your business.

#### I gave up my job at nearly 40. Why women my age are quitting

Older millennial women are leaving the workplace: fed up with being overlooked for promotion and realising that 'having it all' means doing it all'. Claire Cohen is one of them



SHEED GRADE THE THE THEFT

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Add 'smart marketing' to the list of things that Otta.com are getting right

For those unfamiliar, this is a site which:

- Allows you to see what a company's Employee Experience is like before you apply
- Actively encourages transparency around salaries on job listings
- ✓ Has in depth profile-building tools to help with accuracy around job suitability for candidates and employers alike

I'm a massive fan of them and the way they go about things.

Other job boards: take note!

CC 137



4 comments · 1 repost

Producing timely, ad-hoc content around stories that are relevant in Lucy's space has enhanced her reputation as a thought leader.



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I'm really bloody proud of myself.

If you've been following my recent posts, you may know that I've been having a bit of a rough couple of months.

Essentially, I have worked myself into the ground and I've been paying

never ending list of things on my to do list.

But today I've got a different feeling. A feeling of contentment.

Someone close to me suggested taking stock of everything I've

committed to making impactful change

Pushed myself completely out of my comfort zone and started producing video content, which despite my apprehension, went down

Stuck to my goal of being even more consistent on Linkedin, posting pretty much every weekday and growing my network as a result

Completed two extensive research projects specifically relating to how companies can do better for Gen Zs and beyond

family, juggled the multitude of things parenthood throws at us

up in the morning and having a shower feels like a mountain to climb.

think about the wins, no matter how big or small.



I'm not going to lie: taking my foot off the gas - as I promised to do - has

Some days it gets me down because I'm so used to being driven by the

achieved recently, so I did. And I feel much better for it.

In the months gone by, I've:

Relaunched my business as Kemp&Co to encompass all of my projects and seriously ramp things up

Started working with a bunch of genuinely great new clients who are

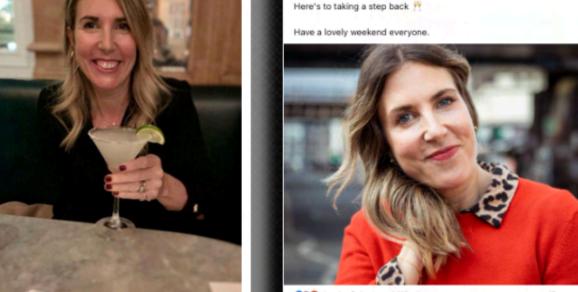
n quite a literal sense - kept my house in order, spent time with my

And then there are the small wins. Let's face it, sometimes just getting

Anyone else who is struggling a bit at the minute, take some time to

absolutely guarantee there will be some...

And I absolutely guarantee it'll make you feel a bit better 🙌



CSQ Jessica Roberts and 112 others

#### Personal



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I've been moving too guickly and I'm taking some time to recoup.

At the beginning of June I woke up and suddenly realised...I'm not enjoying what I do at the moment.

Anyone who knows me, knows how unusual that is. I f\*cking love what I

I took some time to properly think about what was wrong, and I realised I've been trying to do too much.

I have a million plans for Kemp&Co, all born through my pure enthusiasm for this line of work and the impact we make. Recent months have seen us go from strength to strength.

But there's a limit.

There are only so many hours in a day.

Add to the mix being a parent of 2 young kids, having a household to run, and - often an afterthought - having personal interests of my own.

I'm the sort of person who usually buries these kind of feelings and perseveres until I just...forget feeling like crap.

July and August will be about taking my foot off the gas a little bit.

Not with the clients I'm working with - they're still getting my full effort.

But I've put some fledgling projects on hold, and have refused to take anything extra on board.

For my own sake, and for those potential clients, who wouldn't receive the best 'me' if I were to say yes.

This isn't a decision I've taken lightly, but is one I'm proud of myself for



Building strong relationships with our clients means we're able to write personal content authentically — whilst making it relevant to the campaign objectives.



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When my mum died, I was only allowed to take a half-day for her

If it was in the morning I was expected to go to work in the afternoon. If it was in the afternoon, I was expected to work in the morning.

To this day, it still makes my blood boil to think about.

Mum was my only family. Beyond that she was my idol, my inspiration and my absolute best friend.

I had lost all of those things in one. All my workplace could think about was themselves.

In the end I fought with everything to get a whole day off, but I still had to go in the following day.

I had to get up in the morning and battle through it, stuffing all of the raw emotion into a box in order to cope. I don't doubt it still affects me

Seeing all the recent content around #DyingMattersAwarenessWeek really got me thinking about my own experience.

Workplaces NEED TO DO BETTER.

Businesses are improving at providing for their employees, granted. They're great at celebrating the positives.

would argue that more can be done to cater for people in negative times such as the one that I'm describing, which most of us will unfortunately experience at some point.

If you're a leader at a company, think about what you can do to personalise your Employee Experience to ensure you're catering for



#### Rebrand



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5mo • 🕓

Today is a very proud day for me.

Over the last year I've been focused on building my business ...more

We are an employee experience consultancy led by Lucy Kemp. \*

\*The mouthy one on LinkedIn

When Lucy pivoted from 'solopreneur' to 'Founder, Kemp&Co', her LinkedIn campaign was the most significant marketing tool. Her personal brand bleeds into the company brand, so much so that her LinkedIn profile was the focus of the launch itself.

## Video Shoots



#### Video Shoots





As a result of the income generated off the back of our activity, Lucy was keen to start telling her brand story in a different way: video. On an ad-hoc basis, we've been shooting content specifically for LinkedIn (but also useable on other platforms) in our Greenwich studio via our partners, Storyflow Entertainment.

#### Video Shoots



This was the first video we posted for Lucy, which acted as a nice intro to her foray into video content.

All videos are fully scripted and directed by the Ingrained team, while the experts at Storyflow handle the filming and editing.

All encompassed under one flat fee which is available on a no obligation, ad-hoc basis.

(Download the PDF to watch).



#### Video Shoots

Lucy Kemp (She/Her) · You

Creating the Future of Work | Public Speaker | Helping companies Attract...

Too many companies are still offering their employees 'benefits' which, quite frankly, nobody gives a sh\*t about.

To make it easier, I've run through what people do want, and what they most certainly do NOT want from their employer.

Anything you'd add?

COO Jo Coxhill FIIC and 154 others





There's going to be a LOT of people looking for a new job over the summer. If you're thinking about making a change — this is for you.

Sending out countless applications, writing cover letters, only to receive no feedback...it's soul destroying.

What's even worse? Being lied to in the interview process only to join the company and realise it's not what you thought it would be.

Here are the green flags you should be looking out for in your search, so that you know you're applying for the right types of companies 💗





I love public speaking, but I don't love watching or listening to myself on

But who ever got anywhere by allowing their fears to restrict them?

So I'm giving this a go, and I hope it lands well with you all.

Be nice in the comments!





L c

Lucy Kemp (She/Her) · You

Creating the Future of Work | Public Speaker | Helping companies Attract...

Well, my post yesterday about millennial women quitting their jobs got quite a reaction  $\widehat{\mathfrak{D}}$ 

The truth is, this is something I've been speaking about for a long time both on LinkedIn and through my research papers.

Take the video below as an example:

Women are STILL facing an archaic dilemma: dedicate everything to your job, OR become a parent.

How and why is this a choice people are actually having to make?

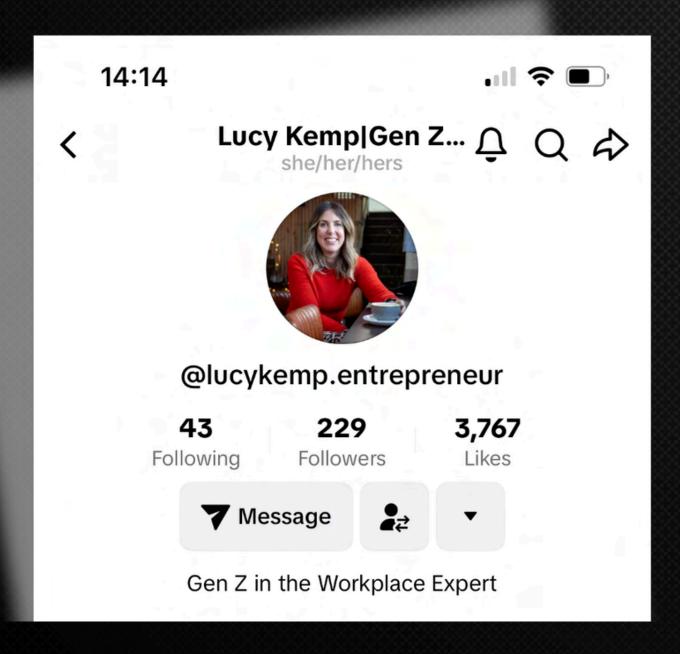
It makes my blood boil w



## TikTok

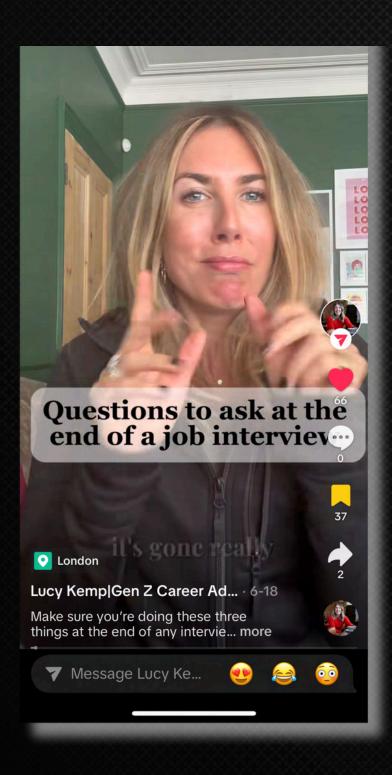


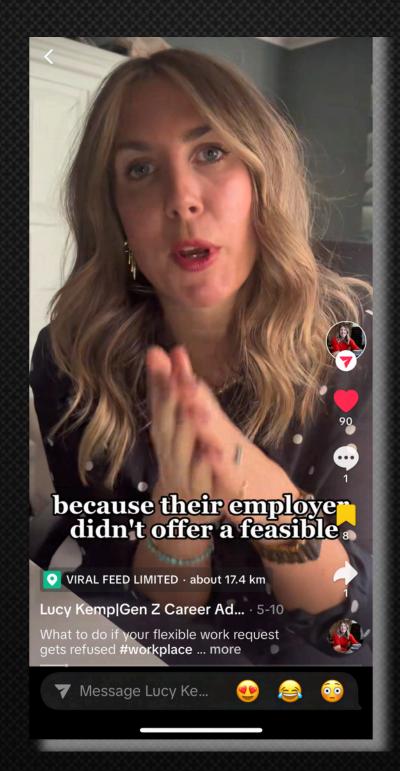




As Lucy's business blossomed and she was able to produce more whitepapers as part of her research projects, Lucy identified a need to appeal to a slightly different audience: Gen Z.

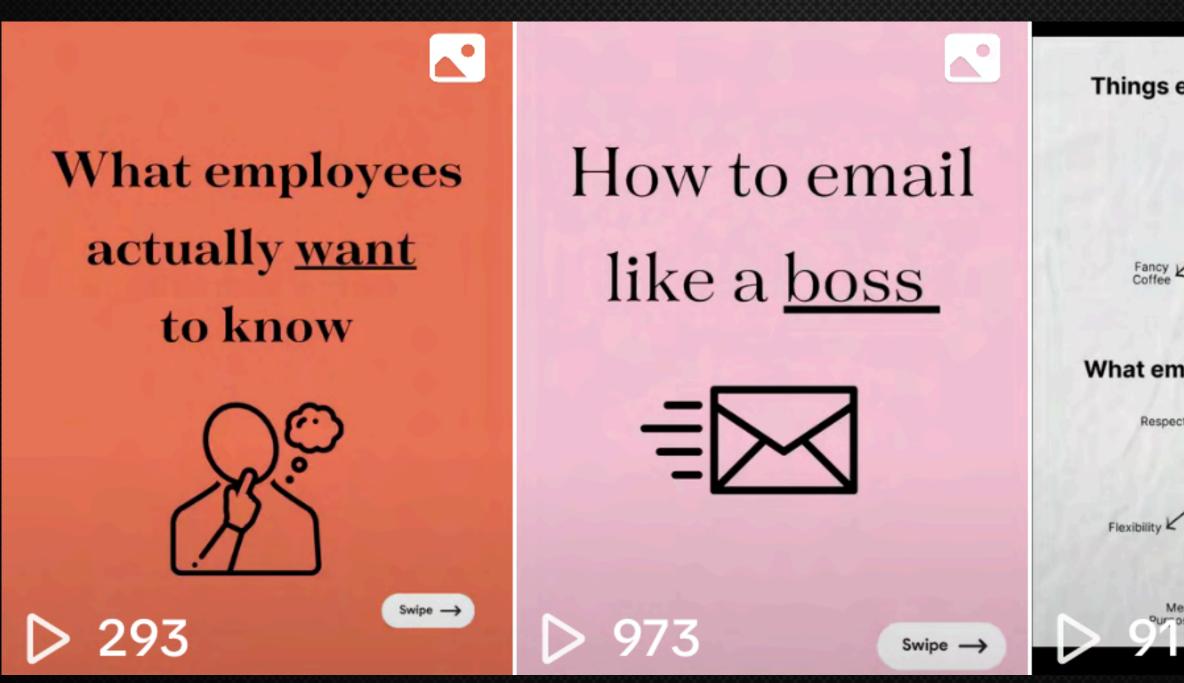
In a short space of time, we took Lucy from someone who didn't understand TikTok to someone who is building a reputation in the right circles via the platform.

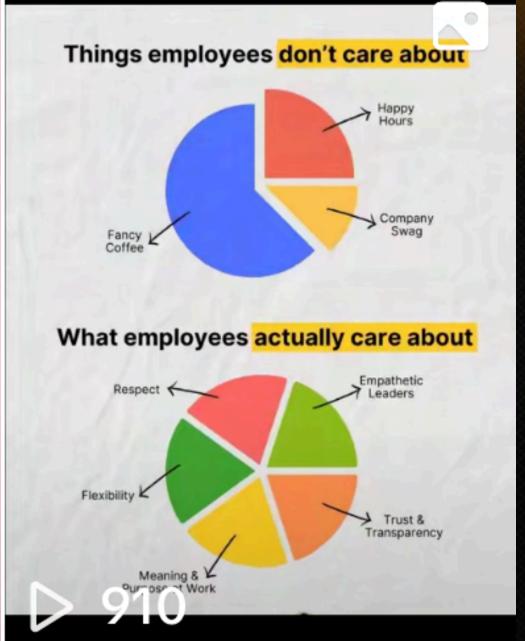




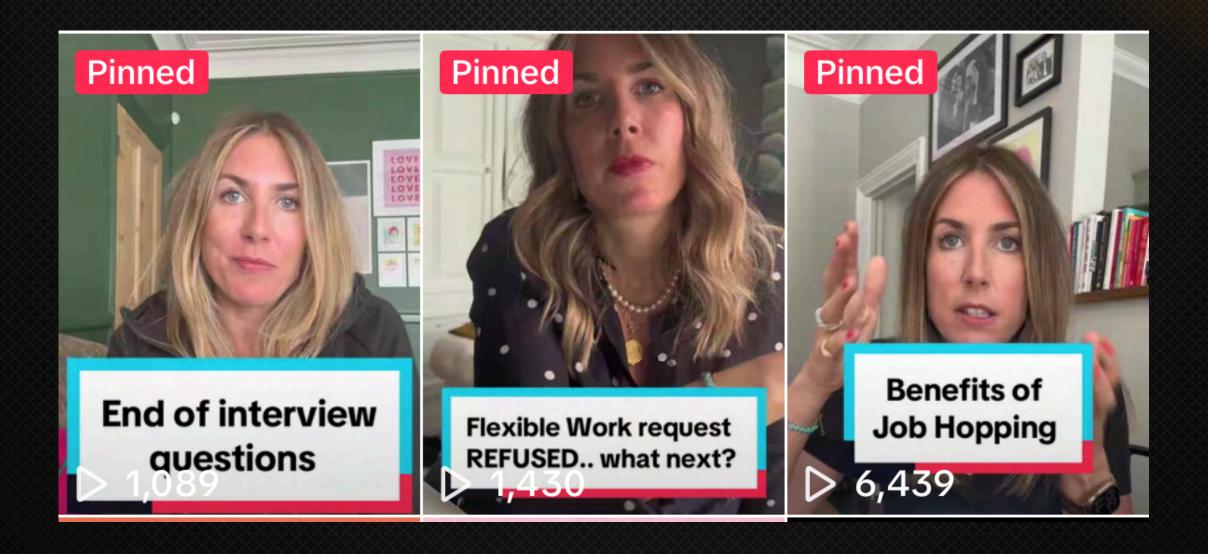


We gave Lucy full scripts for her to self-record. Then, we edited and posted the footage for her.





We also saved her a huge amount of time by producing onbrand, engaging content which required none of her input.



Overall, our activity on TikTok helped garner exposure with a very specific audience for specific projects. It was hassle free for Lucy, and the content threaded nicely into the 'ecosystem' we've created; whereby the topics can be repurposed via her other channels and vice-versa.

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# In Lucy's Words...



Lucy Kemp (She/Her) - You

Creating the Future of Work | Public Speaker | Helping companie... 6mo - Edited - 1

I recently had a rant on LinkedIn — which has led to me earning triple figures in paid opportunities.

You may have seen my post about being asked to speak at an event, followed by being told I'd need to pay £2,000 for the privilege.

It happens all too often, especially to women.

But I'm pleased (and thankful) to say that from that very post, I've received:

- Paid speaking gigs
- Invites to conferences
- Opportunities to collaborate with incredible companies
- The chance to lead initiatives for brands around impactful causes

Ironically, I still feel a bit of imposter syndrome about it due to past experiences.

Do they really want me? Am I worthy of these opportunities?

Those are the questions that come up as a result of years of people expecting women to provide their expertise for free - or worse - pay to give it!

But I'm reminding myself of some key takeaways that I know to be true:

- Having a LinkedIn community is fucking awesome
- W Having a bit of a rant sometimes is more than just 'ok'; it's entirely necessary and opens doors

There are brilliant people and businesses out there who are willing to pay me for my insights. Not because they have to, but because I provide value



CCO 467

79 comments

#### ROI

Below is a list of tangible Returns On Investment that Lucy has seen from her campaign

- £200,00 revenue added
- Increased PR opportunities (feature articles, interviews, podcasts)
- SaaStock panelist and other panelist gigs
- Paid speaking opportunities
- Flagship clients signed (tier 1 clients)
- Thought leadership recognition and credibility
- A platform from which to conduct research projects

## Testimonia



#### Lucy Kemp

Founder, Kemp&Co | Public Speaker

66

KK

Without exaggerating, Freddie and his team have changed my life. They've helped me to build a proper reputation in my industry, which has opened up countless doors and taken my business to the next level.

I have a lot to thank them for.



# Want to build a reputation?

freddie@ingrained.digital