

## HELP ENTERPRISES

Providing a more accessible and informative presence to enhance client, partner, and staff experiences.



HELP is a compassionate and progressive social enterprise, committed to enhancing the lifestyle, independence, and ambitions of people with disability. They offer a balance of commercial and social initiatives. Their market-leading products and services add value for their customers and create vital employment opportunities and support for people with disability, injury, and health conditions.



“

Integral have added so much value to our team and our business. I really appreciate the depth and breadth of expertise they offer, and way that they augment my team by ‘patching together’ a mix of skills and experience that suits the business challenge we are tackling. We enjoy the working relationship and feel that they are genuinely invested in helping us serve our mission.

**Lara Thompson**

Chief Experience Officer, HELP Enterprises

”



## Then

HELP had identified the need to improve and grow the skills and support offered by their communications and marketing team. They engaged Integral to fill some skills gaps as they assessed their ongoing requirements.

## How?

Integral initially carried out a digital marketing audit of all key HELP brands and channels.

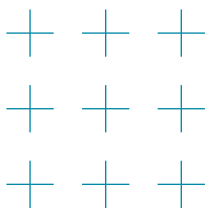
Our second stage of work included campaign strategy, and customer persona workshops and guidance.

We carried out an audit of existing digital marketing campaigns and developed new campaign strategies, before implementing ongoing PPC campaigns across the main function areas of the organisation.

As part of the ongoing retainer Integral manages HELP's PPC activity; and provides advice and support for all digital marketing activity, PR/media relations, and internal communications.

## Now

HELP now understands their audiences far better, which has enabled more effectual communications and marketing activities. The optimised digital marketing campaigns have improved conversions across their product and service offerings. Their internal communications process is more structured, with the leaders and executive team better understanding the need for strategic internal communications. HELP's brand has gained exposure to and traction with a broader external audience, as their story is shared more effectively across a range of mediums.



Go to [www.integral.com.au](http://www.integral.com.au) to see more case studies.

BRISBANE  
SYDNEY  
CANNBERRA  
MELBOURNE

Your brand, business, and technology challenges and initiatives.  
Our expertise and experience. **Together we create better.**

[integral.com.au](http://integral.com.au)   

