

Brand and marketing strategy for a mental health startup

Asawari Ghatage

Branding & Content Strategy problem statement

Assuming a focus on corporate emotional wellness and the brand positioning (we are trying to achieve - to make Emotional Wellness fun and engaging rather than being bucketed into mental illnesses and associated with terms like depression and anxiety) - What should be the brand attributes of [Redacted]? Could you translate that into a content strategy - different types of content with some examples - to achieve the same?

Branding and content strategy

Hard brand attributes:

[Redacted] logo

Primarily yellow design language

Mission statement (for B2B): We help leading employers create happier workplaces.

Soft brand attributes:

Informative

Dependable

Helpful

Approachable

Positive

Branding and content strategy

The brand identity and content strategy for [Redacted] will focus primarily on:

1. Positioning the [Redacted] as a **thought-leader and expert** in all matters pertaining to employee wellness.
2. Making **information** on mental health and employee wellbeing **accessible and easy to understand**.
3. Being an **approachable and helpful** organization that will extend help to anyone who is interested without necessarily immediately pursuing a sales angle. (While eventual sales is of course important, a large part of brand building is becoming a top-of-mind recall brand before customers ever even have the chance to use your services.)
4. **Championing the cause** of employee wellness in India and pushing for long term change to create equitable and diverse workplaces.

Branding and content strategy

Content strategy will include:

1. Webinars for decision makers

Introducing the benefits of improving employee wellness (increased productivity, better workforce retention, improved employer reputation) through an introductory webinars for HR professionals, CXOs and CEOs of smaller organizations.

2. Short online courses with certificates

Creating a short certification course (8-10 hours) for HR professionals on employee wellness and their emotional well-being. This can be a stand-alone course hosted on [Redacted] or a tie-up with platforms like Coursera and LinkedIn. This would both generate leads and position [Redacted] as the primary resource for HR professionals looking to expand their skills in the area of employee wellness.

Branding and content strategy

3. In-house research and white papers

[Redacted] can focus on conducting in-house research on specific issues plaguing the workplace in India, and present its findings on multiple platforms where C-level executives may read and share.

For example

- Exploring how brief counseling sessions made available throughout the workday can improve productivity and employee satisfaction
- How counseling sessions before and after appraisal season can reduce employee stress and improve retention

Branding and content strategy

4. Leadership style quizzes/leadership guides and coaching

If there's one thing a good leader will be proactive about, it's finding out more about themselves. In addition to employee wellbeing the conversation can also center around whether someone is a compassionate leader, and then offer resources for them to read up on the role leadership styles play at the workplace. Those interested in engaging more can then be redirected to a webinar or a sales rep who can walk them through what [Redacted] offers.

Branding and content strategy

5. Youtube video and shorts content

While most senior HR professionals or C-level execs may not necessarily have the time to complete a course alongside full-time employment, it is safe to say that individuals who have an affinity for self-improvement will try to upskill or learn more information from resources like Youtube or LinkedIn videos. Short 5-8 minute videos on Youtube covering topics like:

- Toolkit for having a difficult conversation with a reportee
- Things you can do to make the most stressful days for your team easier
- How to make meetings a space where your team feels its best

Marketing Strategy problem statement

To lead the Marketing efforts, one of the KPIs you would own is MQL (Marketing Qualified Leads). These are defined as contacts who have expressed interest in our offerings and can be passed on to the sales team for selling/ negotiation etc. Suggest 10 ideas (not channels) for interventions (content topics/ initiatives/ campaigns) which would help us generate such leads.

Marketing Strategy

1. Employee Wellness Trends Newsletter

A monthly (nurture marketing) newsletter focusing on evolving workplace trends, how they affect employee wellness and how to mitigate issues before they arise. A well crafted newsletter can be both a good source of information for decision makers and also gives us a way to develop a relationship with those who are making the effort to tune in.

- Leads through email IDs

2. Social media campaign around International Week of Happiness at Work (September 20-25th) or [Redacted] can start an India specific version of the same with a manifesto and get organizations to pledge that they will make their workplaces more focused on employee wellbeing.

- Leads through organization pledges

3. Landing page with quizzes

[Redacted] can create a landing page with multiple facts based quizzes where HR professionals or C-level executives can test their knowledge on latest workplace trends and wellbeing strategies. [Redacted] can then collect their contact details to initiate a conversation.

- Leads through email IDs/Phone numbers

Marketing Strategy

4. Workplace Happiness Index Report (long term strategy)

[Redacted] should work to put together a Workplace Happiness Index which will become a gold standard annual report for employee wellbeing and engagement at the workplace in India. The report will highlight workplace trends, areas of improvement and guide decision makers to think about and address areas such as mental, physical, emotional and financial wellbeing of employees.

- Potential leads through inbound once the reports take off

5. CSR engagements

[Redacted] can launch CSR initiatives that can enable organizations to sponsor counseling sessions for students who don't have the funds for therapy. This can either be through a fund or tie-ups with corporates. Most leads through CRS will also get [Redacted] a foot in the door with some of the key decision makers in an organization.

6. A complete guide to employee wellness

E-book/published as a physical copy covering aspects from industrial psychology such as rewards systems, optimizing breaks, workplace growth plans, non-violent communication for managers and so on.

- Leads through inbound

Marketing Strategy

7. Leverage the serendipitous power of X (formerly known as Twitter)

Leverage the increasing interest in platforms like Twitter to post threads, polls, spaces and links for people to reach out - [Redacted]'s Twitter is severely under leveraged in an age where byte sized shareable information is the norm.

8. Sharing success stories from other organizations that [Redacted] has helped

Success stories/Q&A interviews of real organizations and testimonials from the HR professionals or C-level executives [Redacted] has partnered with works as an indirect referral, leading to both better brand image and qualified leads.

9. Corporate counseling session gifting

Organizations can purchase a package with counseling sessions/access to self-help tools for their employees instead of, say, coffee mugs. This could also be a great way to showcase [Redacted]'s corporate services to decision makers and give them a brief glimpse on what's on offer before onboarding them for the long haul.

10. Networking and social events

[Redacted] can host events where the org brings together key decision makers and HR professionals as a way to both get to know them and their needs and also introduce them to what [Redacted] can offer corporates.

Creative writing problem statement

Come up with 10 creative social media posts (1-2 liner each, original ones) which can create awareness about emotional wellness/ mental health on social media platforms.

Creative Writing

1. Did you know? 50% of all employees suffer from chronic stress but aren't able to access the help they need on their own. #StepUp to help your co-workers.
2. Feeling burnt out at work? You're not alone! Reaching out to a mental health professional can help reduce chronic stress from work and help you on your path to professional success.
3. Getting help is no longer a taboo! Consulting with a mental health professional can help take the stress out of many difficult areas of your life.
4. Regular self-care can help boost your overall wellbeing! You could try something as simple as staying connected with friends and family, keeping to a schedule and even making time for an activity you really enjoy.*
*As recommended by the World Health Organization
5. 80% of those suffering from common mental health issues in India do not seek treatment*. Help break the stigma by talking about mental health with your loved ones.

*[Lancet report on mental health in India](#)

Creative Writing

6. One in 20 people in India suffer from some form of depression*. Seeking help has never been easier – you can make a difference by helping someone reach the help they need.

*[WHO report on mental health in India](#)

7. Long day at work or college? Don't shy away from taking breaks. Studies* have shown that taking a break from your office or course work can actually boost your productivity!

*[Study in Applied Cognitive Psychology](#)

8. It's #MentalHealthMonday! Take five minutes to do a quick check-in on your mental health with our [self-assessment tests](#).

9. *Carousel post with a set of self-help book recommendations*

Ready to learn more about how your mind works? Here are some book recommendations vetted by our in-house psychologists, therapists and counselors.

10. You wouldn't wait to see a doctor when you're physically unwell. Then why wait to seek help when you're going through a hard time? Reach out to one of the thousands of counselors on [Redacted].