

Brand Guidelines

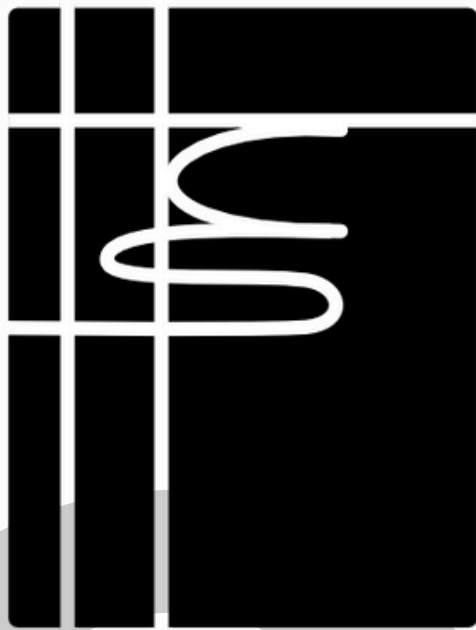
Human Capital Solutions, LLC

WWW.HUMANCAPITALSOLUTIONSLLC.COM

TAMPA,
FLORIDA

FOUNDED
2023

LOGO VARIATIONS



TYPOGRAPHY AND STYLE

HEADINGS

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r
s t u v w x y z

SUBHEADINGS

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

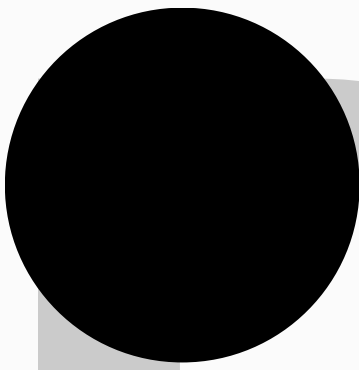
a b c d e f g h i j k l m n
o p q r s t u v w x y z

BODY

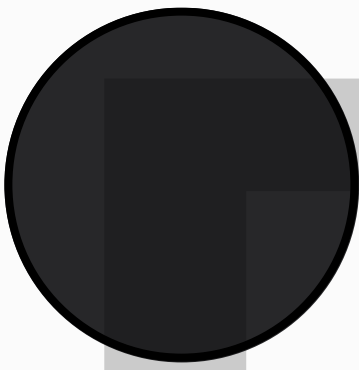
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p
q r s t u v w x y z

PRIMARY BRAND COLORS



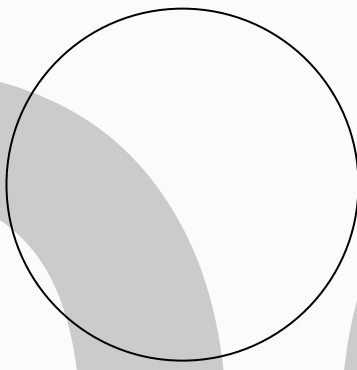
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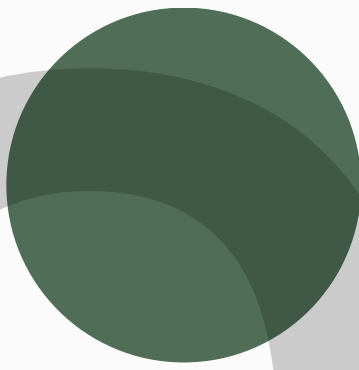
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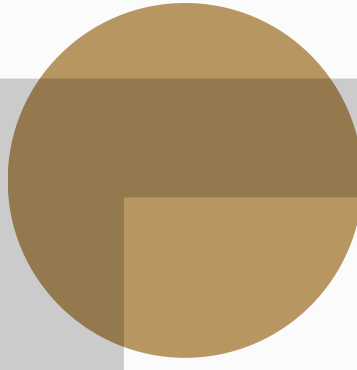
#DEDFE0



#FBFBFB



#4F6D67



#B89661

ACCENT COLORS

IMAGERY AND ICONOGRAPHY



Marketing & Communications Strategy

Human Capital Solutions, LLC

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TAMPA,
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2024 STRATEGIC PLAN

COMPANY PROFILE

Human Capital Solutions (HCS)

elevates organizations through

expert HR services and strategic

workforce solutions.



MARKET ANALYSIS

Competitors include, but are not limited to...
ADP
Deel
OnPay
SurePayroll

- These companies **employ FREE services**, as well as low monthly rates.
- They appeal to all levels of companies; SurePayroll appeals to small businesses.
- Global options
- Also appeal to workers comp, health and retirement benefits, and more.
- They offer an **interactive dashboard** where you can log in and see all data.
- Emphasis on **data security**
- Almost all **advertise** on Facebook, X, Instagram, and LinkedIn, YouTube, and TikTok

MARKET POSITION

HCS aims to appeal to smaller

businesses, specifically within

Florida as a starting point. HCS will

offer the same (and more) services

as the larger corporations, and they

aim to cut costs for business

owners who would otherwise be

paying more for HR services. They

offer sustainable services **run by**

veterans.

MARKETING OBJECTIVE

Establish how we are **different from the others**. For FY1, obtain **one client** and **establish a baseline level of engagement** through communications and marketing on a variety of platforms.
Appeal to small businesses that include **trade roles**. Emphasis on **sustainability and affordability**, offering HR support to 1-100 employees, talent management, compliance monitoring, handbook writing, payroll, etc. Budget of 4k.

STRATEGY

Utilize a variety of **print and digital media** to appeal to relevant demographics in Florida.
This would include men and women primarily between 35-45, with outliers in the retirement age and younger millennial group.
In addition to print and digital media ads, reaching out to small businesses to **perform market research** will provide insight into curating a program that fits the customers' needs.

CHANNELS

- Social Media Platforms: maintaining a presence on **at least three platforms**.
- Most rewarding would be: **LinkedIn, Instagram, Facebook**; back-up is X and TikTok (younger audience)
- Appealing visual media with **call to action**.
- Print Material: posters, but also **physical items that can be branded** and distributed.

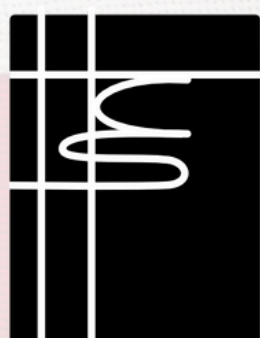
BUSINESS DEVELOPMENT & PROMOTIONAL CAMPAIGN

Q1: ESTABLISH LLC

Q2: BEGIN STRATEGY DEVELOPMENT

Q3: DEVELOP CONTENT + IMPLEMENT

Q4: IMPLEMENT + IMPLEMENTATION REVIEW



Big Picture: HR encompasses job boards as well.

Market Summary

Human Resources | Mar 2024 | Worldwide



Market Consolidation

A low level of consolidation within the market.



Key Players

	Market Share
indeed.com	35.36 %
adp.com	4.76 %
computrabajo.com	3.27 %

[View details](#)

Market Domains

1000

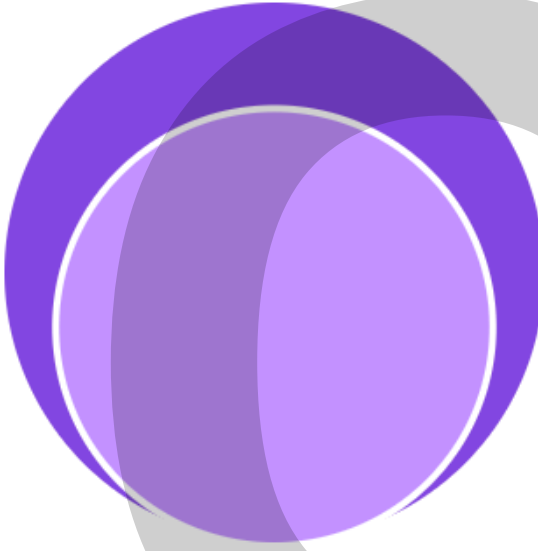
Market Traffic

2.3B ↑0.68%

Market Traffic Cost

\$266.7M ↓1.62%

Market Size



Total Addressable Market (TAM) ⁱ

6.3B

Serviceable Available Market (SAM) ⁱ

4B

63.96% of TAM

Market Explorer: Human Resources

[Create list](#)

[Mar 2024](#) [Worldwide](#)

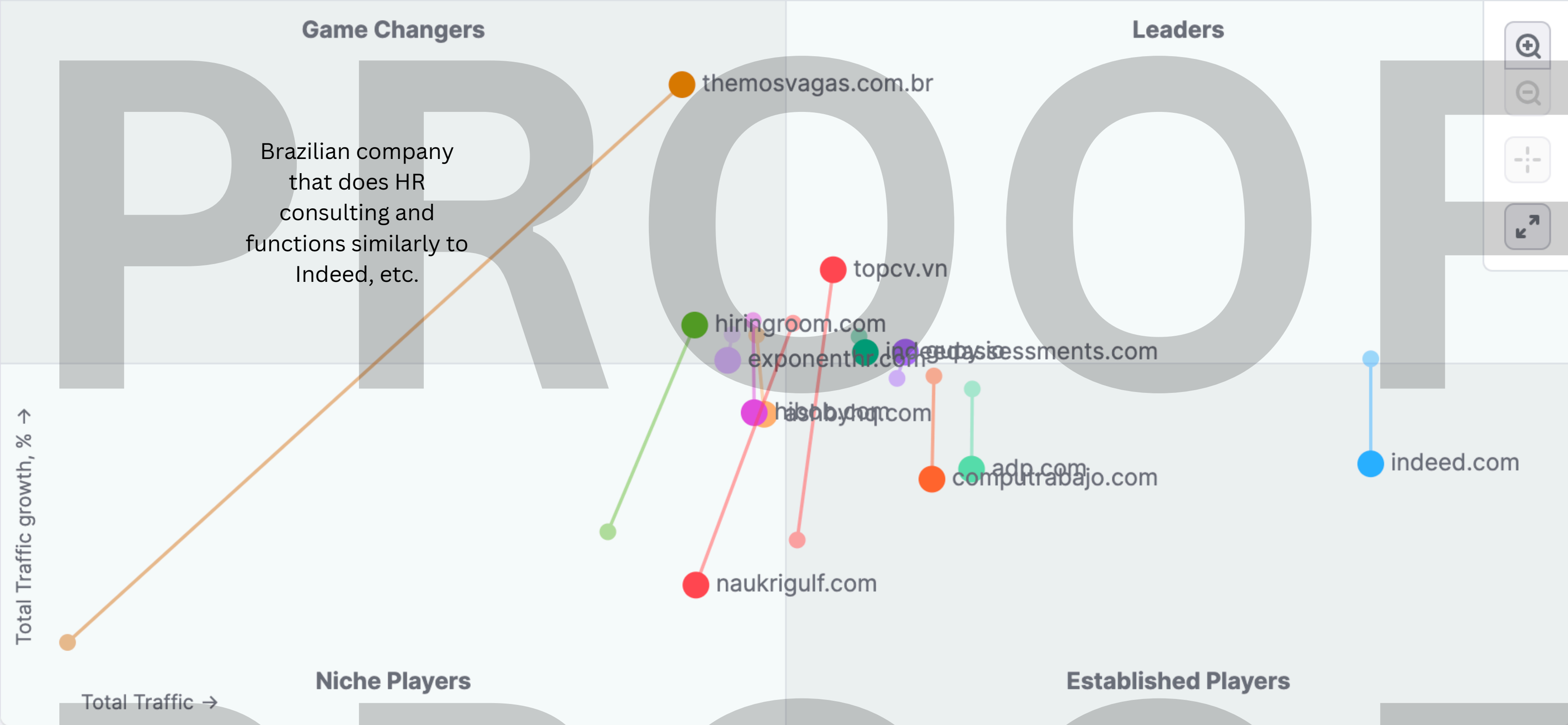
X-axis: Total Traffic

Y-axis: Total Traffic growth, %

[Apply](#)

[Reset](#)

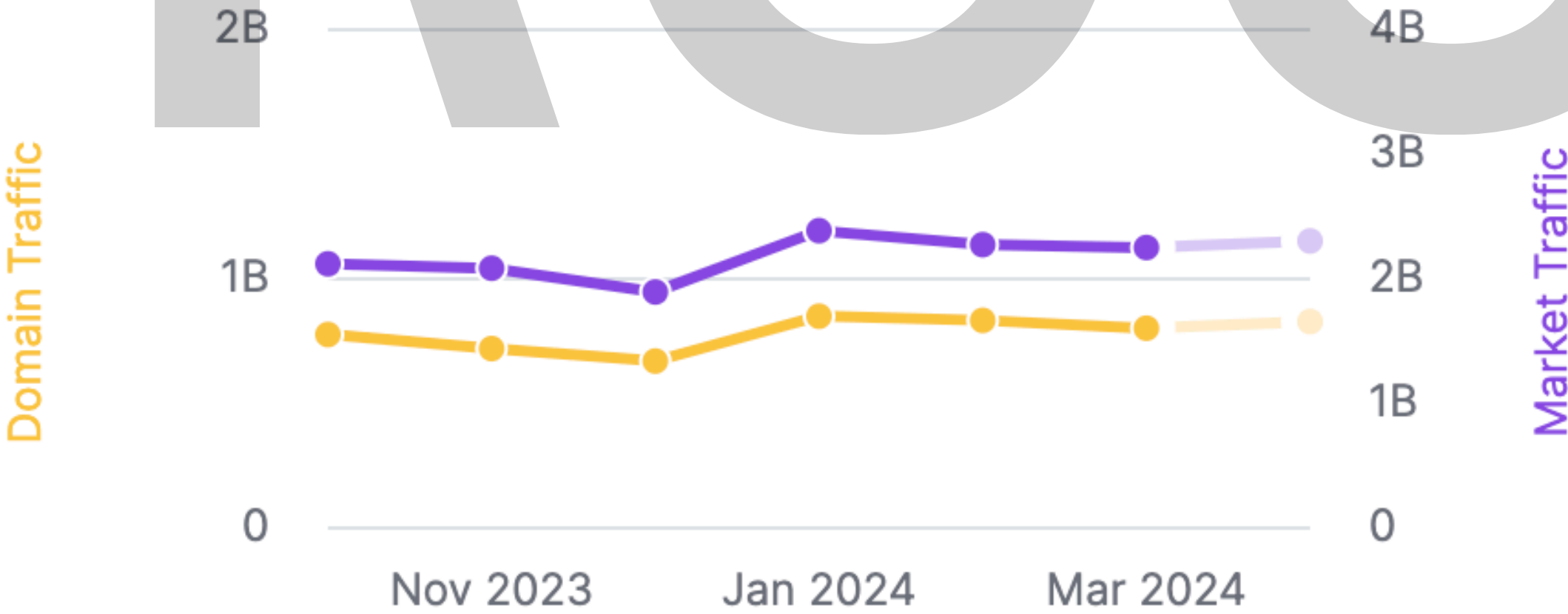
[Domains \(12/100\)](#)



Total Traffic Trends ⁱ

[Export to CSV](#)

Market indeed.com



Traffic Distribution ⁱ

Direct Referral Organic Search Paid Search
Organic Social Paid Social Email Display Ads

Market

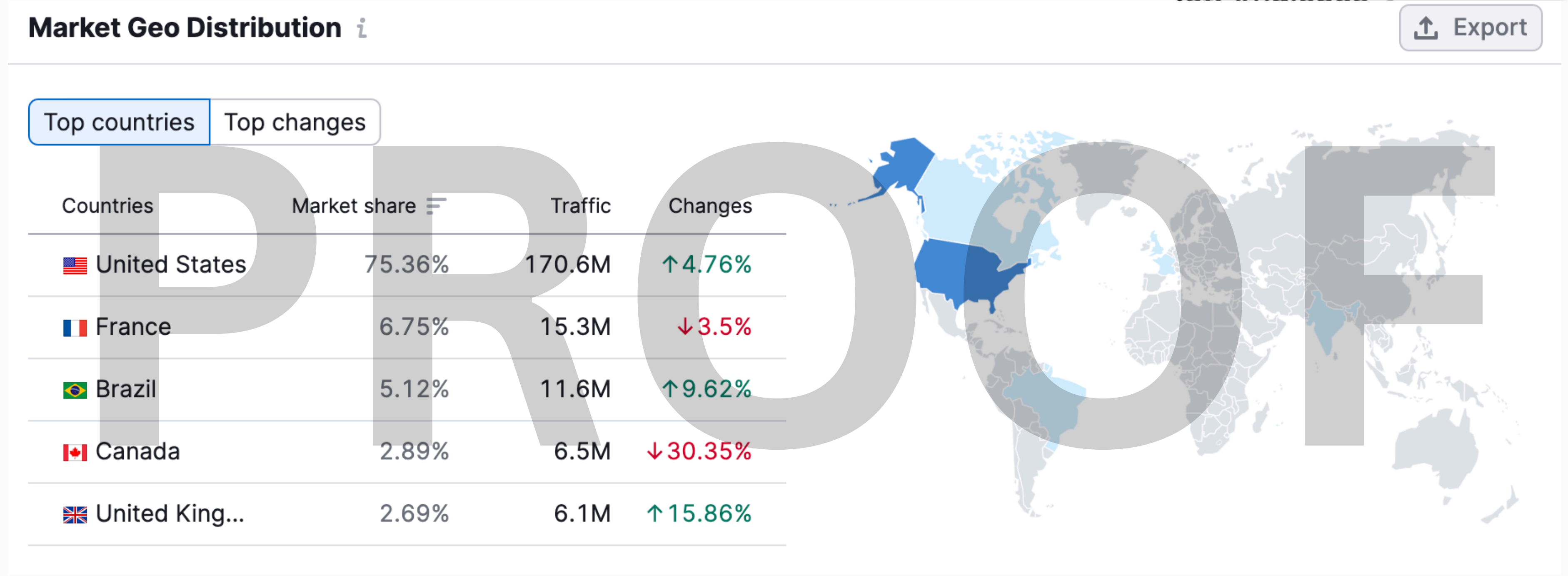
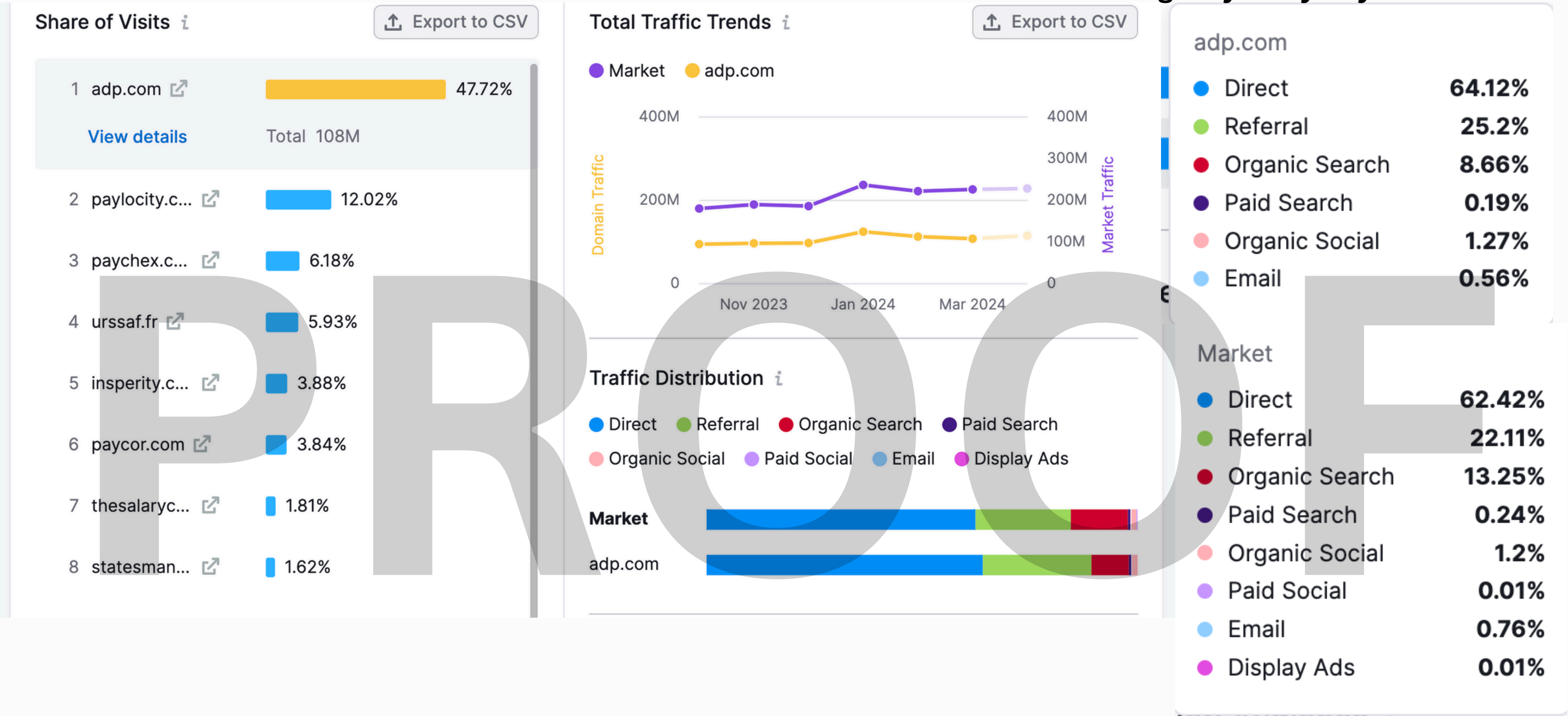


indeed.com

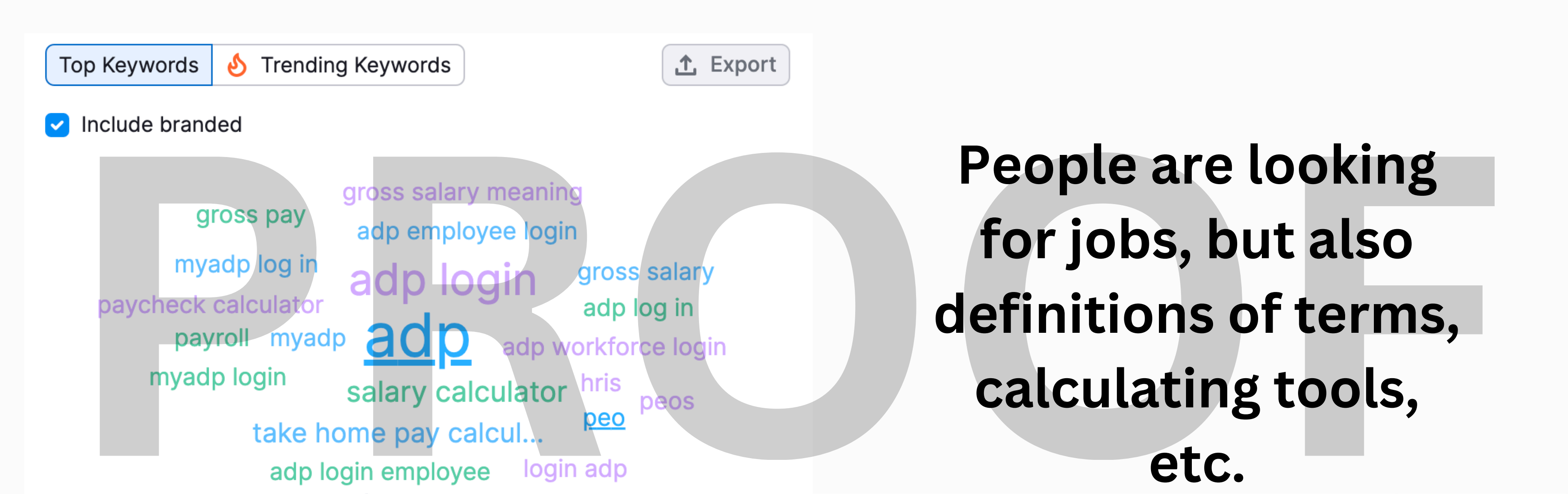


HR Payroll specific trends

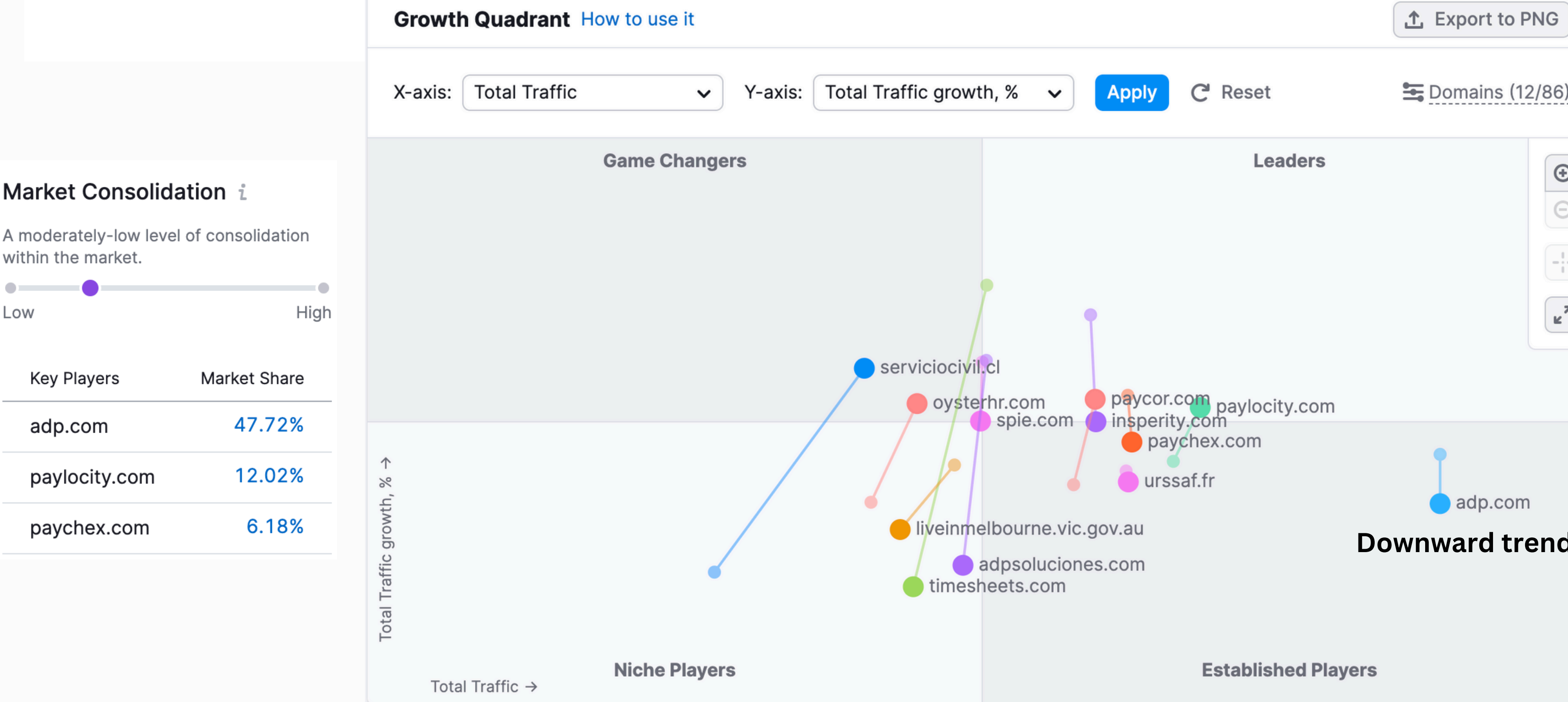
Established businesses rely on their “brand” and longevity. They rely less on ads.



World Map



People are looking for jobs, but also definitions of terms, calculating tools, etc.



Growth Quadrant ⓘ

How to use it

Export to PNG

X-axis: Total Traffic

Y-axis: Total Traffic growth, %

Apply

Reset

Domains (12/86)

Game Changers

Leaders

Niche Players

Established Players

serviciocivil.cl

oysterhr.com

spie.com

paycor.com

insperity.com

paylocity.com

paychex.com

urssaf.fr

adp.com

liveinmelbourne.vic.gov.au

adpsoluciones.com

timesheets.com

Total Traffic growth, % →

Total Traffic →

Downward trend

salary tax calculato... pay calculator
take home pay calcul...
salary calculator
payroll futa payroll calculator

SurePayroll keywords

payroll login wage calculator hourly wage calculat...
net pay calculator

hourl

darwinbox

Products

Industries & Solutions

Interactive Demos

New

Resources

Customers

Company

Request a Quote

Schedule a Demo

EN

Relying on utilizing analytics; referrals; email marketing; rhetoric; focus groups; social media; SEO

Legacy Systems are going to bring high costs and complexity into your organization

They're going to bombard you with up-charge fees for every little tool and service.

You'll be forced to hire their expensive consultants to handle the complexity of their products.

You'll be stuck with their generic customer support, unless you pay a huge fee for their dedicated support service.

Darwin Box; also alp.consulting have similar models

Paid Search Positions 516 i

Rank	Volume	CPC	URL	Traffic	Traffic %	Costs	Costs %	Com.	Results	Trend
	450,000	2.38	www.surepayroll.com/switch	21,150	30.42	50.3K	6.1	0.09	895M	

Keyword: gusto


URL: <https://www.surepayroll.com/switch>

Top 4 competitors: gusto.com deel.com
[workable.c...](http://workable.com) adp.com

key words that discuss other popular websites

>	<input type="checkbox"/>	ad	payroll	1 → 1	0		60,500
>	<input type="checkbox"/>	ad	quickbook	1 → 1	0		40,500
>	<input type="checkbox"/>	ad	surepayroll	● → 1	new		40,500
>	<input type="checkbox"/>	ad	quickbooks payroll	1 → 1	0		33,100
>	<input type="checkbox"/>	ad	gusto payroll	1 → 1	0		27,100
>	<input type="checkbox"/>	ad	onpay	1 → 1	0		22,200
>	<input type="checkbox"/>	ad	paystub generator	1 → 1	0		22,200

Paid Search Positions 7 i

	Ad	Keyword	Pos.
>	<input type="checkbox"/> ad	OnPay vs Gusto Compare ... 	● →
>	<input type="checkbox"/> ad	https://www.onpay.com	2 →
>	<input type="checkbox"/> ad	Get the top-rated payroll & HR software. Backed by experts, so you don't have to be one. Top-ranked payroll & HR software that works. See how OnPay compares to other top providers. Full-	1 →
>	<input type="checkbox"/> ad	Service Payroll.	2 →
>	<input type="checkbox"/> ad		1 →

Human Capital Solutions, LLC

Website Action Items

1. Have a page of **FAQ/key HR terms**.
2. Add page of **comparing/contrasting** with ADP, etc. in terms of services, costs, and more, explaining why HCS is superior.
3. The more you **use major business names** (ADP, SurePayroll, etc.), the more hits we will get when people search for those companies.
4. **Search engine optimization and paid search (PPC)**: getting the most hits & paying to have the website listed as an ad/top search.
 - a. SEO Information
 - b. PPC Information
5. Include **embedded Instagram** page.
6. Include **payroll calculator** application
7. Include **job board** page (can be redirected from Indeed, etc. at first) and job searching tips, resume tips, and cover letter tips. This can also be routed to/from the FAQ page.
8. A **login + dashboard interface** where a customer could see all personalized info.