

Innovation Award



KEY
EXECUTIVES

Mega- Conference

Solutions, Success Stories
and New Ideas

Newspaper or company name: Epic Talent Solutions (Wehco Media/Chattanooga Publishing Co.)

Address: 400 East 11th Street

City: Chattanooga

State: TN

ZIP: 37403

Entry submitted by: Becky Jackson

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NEW REVENUE CHANNELS

What new product(s) or approaches have you introduced in the past 3 years that is/are making a significant difference in your business model today or is expected to significantly alter your business model in the near future? In addition to a description of your products or approaches, please provide links to showcase examples. If you would prefer to mail 10 printed samples, email cindy@snpa.org for the mailing address. (300 words or less, suggested)

In 2018, we introduced a new consultative recruitment solution to the market that focused on educating employers on how best to attract top talent. Positioning Epic Talent Solutions as the local expert elevated the conversation to include the business culture, benefits, compensation and community

engagement as part of the overall strategy for their recruitment needs. Based on the agency model, it transitioned the conversation from job boards/placement to a more inclusive approach to keeping employers top of mind in a highly competitive job market.

Epic also launched Chattanooga's Best Employer to compliment our market transition as a certification and designation process to further separate those businesses who provide work environments that reflect pieces important to today's candidates. The Best Employer designation provides candidates the peace of mind that the employer is committed to providing a culture that fosters a positive work-life balance, health and 401K benefits and commitment to the community in which they live.

Epic's tactics include, employer profile pages on the Epic website (epictalentsolutionstn.com), social media posts and ads on Facebook and Instagram. <https://www.facebook.com/EPICtalentSolutionsTN/>; audience extension, video, job boards, job fairs and OTT solutions.

BUSINESS MODEL TRANSFORMATION

Digital Revenue: \$198,000

My digital revenue was 30 percent of my TOTAL REVENUE over the past 12 months.

Digital revenue at my company grew 50 percent this past year over the previous year for this initiative.

NON-CORE REVENUE

Have you diversified your revenue in other ways beyond print and digital, such as events or agency services (PR work, logo development, competitive media placement, etc.)?

Yes

No

If yes, what percentage of your total advertising revenue comes from these streams? 30%_____

What do you expect it to be in three years? _50%___

Please provide any additional details or comments that you would like the judges to consider (300 words or less, suggested).

SALES & MARKETING APPROACH

Which of the following applies most to you?

We have trained all sales executives how to sell digital products.

We have a separate staff to sell digital and/or new initiatives.

We have specialized people who sell the complicated stuff and help the rest of the staff sell our new and/or digital product mix.

ORGANIZATIONAL & COMPANY CULTURE TRANSFORMATION

Please describe how your company has changed its organizational structure, work environment and/or rewards to encourage innovation. (300 words or less suggested)

Epic Talent Solution's organizational structure and work environment was the biggest change for our internal staff. Transitioning from an in-bound/order taker skill set to an outbound customer facing role was the first step in changing our market strategy. Aligning those positions to be multi-media experts and consultants required a change in the current staff and leadership. We added a manager who came from the agency world which allowed for our messaging both internal and external to reflect that expertise our team possessed with strong digital tones. The name Epic Talent Solutions was chosen by the team after they discussed the foundational pillars they wanted to build on.

Expertise

Passion

Integrity

Commitment