

Brand Audit Report

COMSTRAT 564:

Consumer Behavior & Brand Development



By

Delrae Benson

Executive Summary

Pay Plus Benefits owns RiskRT, which is a branded system that offers numerous solutions for IRS reporting to comply with the Affordable Care Act (ACA). The ACA has redefined how employers operate their businesses and large applicable employers (ALEs) must offer 95% of eligible employees' health insurance so they don't incur penalties for noncompliance. This system helps them track their status and keep in compliance with the ACA.

Along with the complexity factors, Pay Plus Benefits wishes to build relationships with communities that are relative to this industry in order to promote a better understanding of the laws and offer our solutions and tools as a method to avoid penalties. It is their wish to help companies from struggling further to develop tracking mechanisms in order to keep a good standing with the ACA and the employer mandate.

Introduction

John Heaton founded Pay Plus Benefits in 1990 based on his extensive knowledge in the human resources industry along with payroll, and health benefits administration knowledge. It now has over 20 years in the Professional Employer Organization (PEO) industry. Some of their services include:

- Multi-State Payroll and Worker's Compensation
- Employee Benefits
- Human Resource Service Administration
- 401(k) Plans
- Online Client Service Center
- Employee Perks
- Affordable Care Act Services

Part of their knowledge extends to the Affordable Care Act and best practices for companies who need to track and report to stay in accordance with their ever-changing laws. This service is RiskRT, and it's a simple solution that many companies are using for reporting purposes.

Having studied the details of the Employer Shared Responsibility provisions—otherwise known as, The Employer Mandate, they have learned—in the simplest way possible—knowing many companies who have 50 full-time or full-time equivalent employees struggle trying to figure out where they stand with this mandate and how to properly report to the IRS. Due to the accuracy needed to file 1094-C and 1095-C forms under the IRS Sections 6055 and 6056, they also created the ACA Academy.

The goals the company stands by consist training of their employees in the process of innovation and actively working to improve and evolve their services to meet the demands of the growing workforces.

Pay Plus Benefits strives to have the most widely used PEO reporting software available and tries to stay ahead of the learning curve with their clients by keeping them up-to-date with the latest news, announcements, and information pertinent to staying in compliance with the local laws and regulations.

Brand Inventory

Pay Plus Benefits goes further than cutting checks and providing benefits to its employees because they train each employee in the process of innovation and actively work towards future goals ensuring they continue to evolve and improve.

Among the HR Services are other numerous ventures that can accommodate many business needs which include the RiskRT services and other solutions that can aid in the development and assist people to stay compliant with the new laws surrounding the ACA.

They are seeking to promote their latest venture, the ACA Academy, which offers training that is geared to keep Large Applicable Employers (ALEs) educated on the ever-changing laws that surround the ACA. Anyone can utilize this site and take advantage of the latest updates and information that is hot off the IRS website.

All the education is delivered in layman's terms, keeping it simple, fun, and easy to understand no matter how complicated the law can be. Short video's and articles are designed to help educate and keep people informed with easy to understand definitions and directions and they always provide the citation and place to gain direct access to that information.

This product is designed to coincide with RiskRT as part of the service and to those who are seeking relevant information. This establishes credibility with the followers as an authoritative opinion leader.



Current Brand Strategies

The main focus of the marketing plan is to gain followers and interact with ACA related communities to further relationships and partnerships. A good strategy is to curate good content that is thematically linked to RiskRT and ACA reporting by sharing news articles, Internal Revenue Service (IRS) announcements, and other posts relevant to any topics associated with our brand and the new mandates. This establishes credibility with the followers as an authoritative opinion lead.

One of the new entities being added as part of the RiskRT brand is the new ACA Academy. The developers of RiskRT wanted to build relationships with communities that are relative to this industry in order to help aid and promote a better understanding of the complexities of the laws and offer viable solutions as a method to avoid penalties.

They are doing the ACA Academy with what they have learned—in the simplest way possible—knowing many companies who have 50 full-time or full-time equivalent employees struggle trying to figure out where they stand with this mandate and how to properly report to the IRS.

Online Presence

Currently, Pay Plus Benefits does not have a large online presence. New business prospects rely heavily on word-of-mouth recommendations made by other clients.

With the new marketing beginning to take place, it is the hope by changing the Search Engine Optimization (SEO) for the numerous web sites affiliated with Pay Plus Benefits will be successful and an online presence will begin to form.

Pay Plus Benefits currently has a Facebook, Blog, and a Twitter account but those aren't utilized on a daily basis. The interaction is needed in order to engage with the audiences and promote new growth.

Brand Personality

The various brand personalities depend on the product being represented. Pay Plus Benefits powers numerous brands with an end goal in mind--to service the clients. They also partner with other businesses to deliver exceptional products to fit the needs of their clients.

The ACA Academy is a fun filled learning center geared to create material put in simple layman's terms for a fun way of learning without long, drawn out materials. Pay Plus Benefits is geared towards the PEO side of the business, creating personality needed to ease the pain of HR services for their clients. RiskRT is on the more serious side of things due to the fact it is an actual service that is provided for employers having up to 50 employees or over 10,000 of them.

SWOT Analysis

<u>Strengths</u> <ul style="list-style-type: none">❑ Products❑ Team of experts❑ Patented software❑ Proven Success with Affordable Care Act (ACA)Reporting	<u>Weakness</u> <ul style="list-style-type: none">❑ No Facebook product page❑ No existing groups❑ Duplicate posts currently exist❑ No user engagement, only articles❑ We don't post regularly on any social media sites
<u>Opportunities</u> <ul style="list-style-type: none">❑ Engage users and contacts❑ Use Twitter and Facebook❑ Reach out to journalists to build relationships❑ Build the ACA Academy up❑ Build relationships on social media	<u>Threats</u> <ul style="list-style-type: none">❑ Other companies advertise using Search Engine Optimization (SEO)on the Affordable Care Act (ACA)❑ Pricing is less with other services other companies offer

Competitor Analysis

Competitor	Contact Info	Market Focus	Products/Services Offered	Social Media Platforms
ACA Reporting Service	support@ACAREortingService.com 888-978-8310 https://acareportingservice.com/blog/	ACA Reporting Packages that are compatible with any payroll, medical plans	Free variable hour tracking, Budget Reporting packages, enhanced reporting, 1095 form e-file, penalty letters, 1095B forms, service and ACA general & Penalty consulting	Facebook site with 47 likes, Twitter site with 1,262 Followers and 289 Tweets. An internal blog is present right on the web site.
HUB International	https://www.hubinternational.com/	Insurance and ACA reporting	Insurance products and ACA reporting	Facebook has 2,889 likes, Twitter has 3,961 Followers
SOVOS ACA	BOSTON +1-866-890-3970 MINNEAPOLIS 9800 +1-800-334-1099 BOULDER +1-888-449-5285 AMSTERDAM +31 (0)20 737 0127	Sales & Use Tax, Automation, Compliance, Tax information, reporting, ACA Reporting, Global Reporting, and misc.	Infographics, Smart Briefs, Whitepapers, Webinars, Informational Videos, Presentations and more	Facebook 191 likes, Twitter 270 Followers, Google Followers 4, LinkedIn 1,197 Followers, YouTube has 24 subscribers, RSS Blog. The postings are all up-to-date and current. They also have a live chat
Paycor	*For general information about Paycor, please call 800.381.0053 or contact us online. https://www.paycor.com	Recruiting, hiring, onboarding, HR & Benefits, Payroll and Tax, Time & attendance tracking, reporting & analytics, and ACA solutions	Webinars, Resource Center with a 7-step guide,	Facebook 2,419 likes, Twitter 759 following with 4,301 Tweets, YouTube, LinkedIn has 10,413, Google, and Instagram has 205 followers

Insights and Recommendations

Currently, it is recommended that the company begins to utilize Smart Goals as a way to track and set potential growth with the branding of the company. Defining the Persona's and gaining valuable insight into the clients that they service is a great way to define the needs for branding.

The intended focus should be the social media so the company can promote the following items:

- Daily engagement with social media users
- Research
- Potential client needs
- Focus on customer needs
- Search Engine Optimization (SEO)

It would also be beneficial to create simpler web pages that are designed to provide potential and existing customers with relevant data that is easily accessible without having to read through tons of filler words that make up the current data.

Currently, the website doesn't have titles and headings that are relevant to the subject matter on the landing pages. Once this is cleaned up and really implied in layman's terms by providing more accurate content it should attract and retain potential new persona types that are looking to utilize the services offered.

If the title pages and H1 headings are done properly along with really utilizing key words that demonstrate the services offered, the company will be searchable within the google platform. This will attract more clients who are surfing the web for companies who provide these specific services. In return, the company will be delivering a broader two-way communication process and gain new customers.

References

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