



Peak Performers

Peak Performers | Integrating PR, Advocacy & Digital Engagement for a Purpose

THE CHALLENGE

With a mission to help people with disabilities find good jobs and help state agencies find good employees, the Austin-based nonprofit employment agency, Peak Performers, is redefining what it means to have a disability in the workforce.

OBJECTIVE

Pierpont had the opportunity to share this unique story and launch a cross-channel program to reach community leaders, members of the public, and prospective employees.

SOLUTION

A Three-Pronged Approach

Peak Performers was at a crucial juncture due to actions expected during the 84th session of the Texas Legislature. In response, Pierpont engaged the Texas Star Alliance, our statewide government affairs partner, to raise Peak Performers' visibility with key influencers throughout state government.

In addition, Pierpont implemented a media relations program entailing message development, outreach to traditional media, and engagement with bloggers who write about workforce issues. This initiative generated more than a dozen articles placed in markets throughout Texas, including several features, that highlighted Peak Performers' role in employing people with disabilities.

Finally, Pierpont also helped Peak Performers attract more prospective employees through digital engagement. That entailed an in-depth audit of Peak Performers' website, social media, and online advertising efforts, resulting in a LinkedIn advertising campaign that reached potential candidates based on specific job roles in Peak Performers' biggest markets, attracting more applications from qualified candidates.

RESULTS

Elevating Peak's Influence

By combining advocacy, public relations, and digital engagement, Pierpont helped Peak Performers enhance its community influence, raise its profile with the public and attract more qualified applicants for its positions, through one, integrated initiative.