

EMOTIONAL HEALTH INITIATIVES (EHI) BRAND STRATEGY

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WHAT IS A BRAND AND WHY IS BRAND STRATEGY IMPORTANT?

Your brand is more than a logo or tagline—it's the essence of who you are as an organization, how you connect with your audience, and how you differentiate yourself in the market. A strong brand strategy aligns your mission, values, and communication efforts, ensuring consistency across every touchpoint.

This Brand Strategy provides a comprehensive framework to define and implement your brand's identity, messaging, and tone. It's not a one-time task but an ongoing effort that evolves as your organization grows. By leveraging this strategy, your team will stay aligned internally while building stronger, more meaningful connections externally. Revisit it regularly to ensure your brand remains relevant, differentiated, and impactful.



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FOUNDATION OF YOUR BRAND STRATEGY

How to Use This Section: This section sets the foundation for your organization's Brand Strategy, establishing how teams should communicate both internally and externally. Use it to align departments, ensuring everyone—from leadership to marketing—is on the same page about what your brand represents.

Practical Tip: Share this section during onboarding or team meetings to ensure every team member understands the brand's mission and communication goals.

Emotional Health Initiatives (EHI) is dedicated to improving mental health and wellbeing in the workplace. By offering evidence-based tools and strategies, EHI enables organizations to create mentally healthy environments, reduce stigma, and empower employees to thrive. A consistent brand strategy ensures EHI communicates clearly and authentically, connecting with organizations and their stakeholders on a deep, emotional level.



MISSION, PURPOSE, AND CORE VALUES

How to Use This Section: Your mission, purpose, and core values provide a compass for decision-making and communication. Internally, they help align teams, and externally, they convey your authenticity and vision to customers, clients, partners, investors, and your community.

Practical Tip: Incorporate this section into internal presentations, marketing campaigns, and investor materials to consistently showcase what your organization stands for and how it aims to make an impact.

Mission Statement

The current mission statement provided by EHI is: "To initiate equitable opportunities for mental wellbeing in workplaces so employees and the organization can flourish."

This mission is clear and purpose-driven, reflecting EHI's commitment to fostering mental wellbeing in workplaces. However, to further enhance its impact, a suggested refinement could focus on making the message more action-oriented and emphasizing the key outcomes of EHI's work.

Suggested Refinement:

"To foster equitable access to mental wellbeing in workplaces, creating environments where both employees and organizations thrive through proactive mental health support and cultural transformation."

This revision strengthens the mission by clarifying EHI's active role in fostering mental health initiatives and highlighting the transformation of workplace culture as a core outcome.



Core Values

EHI's core values are central to its mission of promoting mental health and supporting organizational resilience. The current values include:

- **Service:** Commitment to delivering quality and reliability with the highest standards.
- **Authenticity:** Being genuine and building trust through transparent actions.
- **Integrity:** Acting ethically, transparently, and following through with accountability.
- **Creativity:** Thinking outside the box to develop inventive solutions.
- **Care:** Prioritizing thoughtful, high-quality work over rushing to complete tasks.
- **Impact:** Connecting EHI's work to measurable improvements in clients' wellbeing and organizational outcomes.

These values are strong and well-aligned with EHI's mission. For further enhancement, consider expanding on how these values relate directly to EHI's approach to mental health and cultural transformation.

Purpose

EHI's broader purpose goes beyond solving immediate customer needs. The company aims to create lasting cultural shifts within organizations by normalizing mental health conversations, reducing stigma, and embedding wellbeing into the organizational culture. This cultural transformation not only benefits employees but also strengthens organizational performance and resilience.

Vision for Evolution

Over the next five years, EHI aims to solidify its position as a leader in shaping organizational mindsets around mental health. Through innovative ideas, engaging communications, and practical tools, EHI seeks to empower individuals and organizations to embrace mental health as a critical component of success. This will include expanding their reach, refining their strategies, and continuously developing content that elevates organizational awareness and empowerment.



AUDIENCE PROFILE

How to Use This Section: Understanding your audience is key to crafting messages that resonate. This section helps visualize your audience's needs, preferences, and challenges, enabling more effective communication. Use it to create customer avatars or inspire relatable characters in storytelling and design.

Practical Tip: Reference this when developing campaigns, planning customer journeys, or designing ads that reflect your audience's values and aspirations.

Demographics

- Age: 30-60
- Large organizations with 250+ employees, wellness providers, Employee Assistance Programs, health plans, and benefit consultants.
- Primarily HR leaders, wellness consultants, and corporate decision-makers.

Behaviors

- Value services that prioritize tangible, community-focused results.
- Prefer content that is data-informed but accessible, emphasizing real-world applications.

Insights:

These behaviors indicate a need for communication that balances evidence-based messaging with practical, relatable solutions. Positioning EHI as a bridge between research and real-world implementation can build trust and engagement.



Key Needs:

- Tools and strategies to improve mental health accessibility within organizations.
- Clear communication frameworks to foster employee well-being and resilience.
- Confidence in choosing a trusted partner to navigate sensitive mental health challenges.

Insights:

Addressing these needs with actionable resources and empathetic communication will position EHI as an indispensable partner in advancing mental health initiatives.

Connecting to Your Audience:

- EHI's messaging should make them feel confident, supported, and empowered to implement proactive mental health strategies.
- Offer relatable resources, such as downloadable toolkits or quick-start guides, that clients can share with their teams.
- Use storytelling techniques to highlight EHI's impact on organizations, including testimonials from past clients.
- Deliver content in approachable formats, such as short videos or infographics, that make key takeaways clear and actionable.

Examples:

- Blog Post: "5 Simple Ways to Build Resilience in the Workplace Today"
- Social Media Video: A 60-second testimonial from a corporate HR leader sharing how EHI transformed their wellness program.
- Infographic: A visual guide to starting a workplace mental health initiative, emphasizing EHI's resources.

A photograph showing a portion of a laptop keyboard on the left and a green plant in a white, geometric-patterned pot on the right, set against a light blue background.

BRAND TONE AND PERSONALITY

How to Use This Section: Tone and personality shape how your audience perceives your brand. This section guides your team in maintaining an authentic and engaging voice that aligns with your values and goals.

Practical Tip: Use these insights when brainstorming content ideas, writing copy, or collaborating with designers to ensure that tone and visuals consistently reflect your brand's personality.

Tone Overview:

The tone of EHI is professional, supportive, and empowering. It aims to inspire confidence while addressing the sensitive topic of mental health in the workplace. EHI's tone strikes a balance between expertise and compassion, making it approachable for clients while maintaining credibility. The communication style fosters trust and encourages proactive engagement, ensuring that messages resonate with both employees and organizational leaders.



Personality Traits:

1. Supportive - EHI's messaging is empathetic and reassuring, creating a safe space for organizations to address mental health challenges. It conveys that EHI is a dependable partner dedicated to helping businesses and employees thrive.
2. Professional - Communications maintain a polished, knowledgeable tone, ensuring the brand is seen as credible and reliable in the mental health and organizational wellbeing space.
3. Empowering - EHI's language encourages action and inspires organizations to create positive cultural changes. Messaging focuses on solutions and outcomes, motivating audiences to take meaningful steps toward improvement.
4. Authentic - EHI's tone is transparent and genuine, ensuring clients feel that the brand understands their needs and offers tailored solutions grounded in real-world experience.
5. Caring - At its core, EHI's communication is rooted in compassion and care, prioritizing employee wellbeing and organizational health in every message.

Brand as a Person

EHI can be imagined as a trusted advisor—a thoughtful guide who combines deep expertise with a warm, approachable demeanor. Like a mentor who listens carefully, anticipates needs, and offers tailored, practical advice, EHI is someone clients can rely on to navigate complex challenges with confidence and ease.



BRAND VOICE SUMMARY

How to Use This Section: This concise summary of your brand's tone and personality is a quick-reference tool for maintaining consistent messaging across platforms. It's perfect for sharing with your team or integrating into tools (including AI platforms) to ensure tone consistency in emails, social media posts, and other content.

Practical Tip: Save this summary in a shared document or your Brand Strategy to ensure team members and collaborators can easily reference it when creating content.

EHI's voice is sincere, supportive, and inspiring, delivering clear and engaging messages that promote proactive mental health. It is grounded in authenticity and care, aiming to foster trust, encourage wellbeing, and empower organizations and employees to flourish.



STYLE AND MESSAGING GUIDELINES

How to Use This Section: These guidelines ensure your messaging remains consistent and impactful across all channels. This is particularly useful for marketing and communications teams, helping them craft messages and visuals aligned with your brand's identity.

Practical Tip: Share these guidelines with content creators, graphic designers, and external collaborators to maintain a unified tone and style in all communications.

Preferred Tone

EHI's tone should consistently reflect its commitment to emotional connection, encouragement, and authenticity. The application of tone across platforms should vary slightly based on the channel but always maintain the core elements:

- **Website:** Warm and professional, yet accessible. The language should be inspiring and actionable, encouraging organizations to take steps towards better mental health.
- **Social Media (LinkedIn):** More conversational, yet still professional. Posts should be encouraging, offering brief, engaging insights into EHI's services.
- **Email:** Personal and direct. Email communications should focus on practical, actionable information that fosters a connection between EHI and the recipient.



Language Style

- **Vocabulary to Use:**

- Proactive: Encouraging action and foresight regarding mental health.
- Engagement: Highlighting active participation from both employees and employers.
- Resilience: Emphasizing the ability to recover and thrive.
- Supportive: Fostering a caring and understanding environment.
- Empowerment: Uplifting organizations and individuals to take meaningful actions.

- **Vocabulary to Avoid:**

- Technical jargon: Avoid overly complex terms related to mental health or wellness technologies.
- Negative framing: Avoid language that centers on fear or anxiety (e.g., "mental health crisis").

Do's and Don'ts

- **Do's:**

- Use clear, actionable language that resonates emotionally with the audience.
- Stay positive and solutions-oriented in all messaging.
- Tailor content to the platform while maintaining the brand's core tone.
- Ensure all messages are encouraging and empathetic, guiding readers toward positive outcomes.

- **Don'ts:**

- Avoid overly technical or jargon-heavy language, particularly in client-facing communications.
- Don't take a detached or overly formal tone that undermines the emotional connection.
- Avoid overly casual or conversational tones that reduce the perceived expertise or credibility of the brand.



COMPETITOR INSIGHTS

How to Use This Section: Understanding how your competitors communicate helps you carve out a unique space in the market. This section highlights competitor strengths and weaknesses, showing where your brand can stand out.

Practical Tip: Review this section when brainstorming campaigns or entering competitive markets to ensure your messaging remains distinctive and memorable.

Competitor Tone & Personality

EHI's main competitors include:

- [REDACTED] uses a polished, formal tone focused on technology-driven solutions. Their communications feel professional but can sometimes come across as impersonal.
- [REDACTED] their tone is more casual, calm, and approachable. They focus on creating a soothing user experience but sometimes lack the emphasis on organizational transformation.
- [REDACTED]: These competitors focus on wellness platforms, with a tone that is often more technical and product-driven. Their content is more focused on features than on fostering genuine connection.
- [REDACTED]: they adopt a practical and educational tone, focusing heavily on offering resources and tips for workplace wellness. Their communication style is instructional and professional, with an emphasis on content-driven engagement rather than emotional connection. They use clear, concise language to offer tips and resources, but may lack the emotional depth that EHI strives for in fostering personal and organizational resilience.



Opportunities for Differentiation

EHI can differentiate its voice by leaning into its authentic, supportive, and human-focused messaging. By emphasizing the emotional connection between mental health and workplace culture, EHI can stand out as a brand that cares deeply about individual empowerment and organizational transformation.

- EHI's personalized approach to communication—focusing on cultural shifts and deep engagement—sets it apart from competitors who are more technology- or resource-focused.
- [REDACTED] focuses on providing educational content, but EHI can go further by offering more emotionally engaging and action-oriented communication, fostering long-term change rather than just offering tips and instructions.

Pitfalls to Avoid

- Avoid the overly clinical tone used by competitors like [REDACTED], which can make messaging feel detached from human experience.
- Don't adopt the overly casual tone of [REDACTED], which may dilute EHI's position as a thought leader and expert.
- Avoid the focus on technical features or product-heavy communication that competitors like [REDACTED] and [REDACTED] use, as this can detract from EHI's focus on content-driven, behavioral changes.
- [REDACTED]'s content may feel instructional and dry—EHI should avoid falling into an overly educational tone and instead maintain a balance between informative and emotionally engaging content.



COMMUNICATION CHANNELS

How to Use This Section: This section helps your organization align efforts across platforms and evaluate where your audience engages most. Regularly analyzing platform performance is key to refining strategies, amplifying successful channels, and exploring new opportunities.

Practical Tip: Use engagement data to adjust your messaging and expand your presence where your audience is most active. Test new channels or amplify what's working to ensure your strategy evolves effectively.

Primary Platforms

EHI communicates with its audience through several key platforms:

- Website
- Email
- LinkedIn for Social Media
- Blogs
- Videos
- Newsletters

These platforms require adaptable communication, while still maintaining EHI's core voice of encouragement, support, and clarity.

Content Types

EHI regularly produces:

- **Blogs:** Long-form thought leadership pieces that provide deep insights into mental health strategies.
- **Videos:** Engaging, visually compelling content that offers practical advice.
- **Emails:** Personal and informative communications, designed to inspire action and connection.
- **Newsletters:** A mix of informative and engaging content to keep audiences up-to-date with EHI's offerings and thought leadership.



EXAMPLES OF USAGE

How to Use This Section: Use the positive examples as a guide for crafting on-brand communications across platforms. Reference the negative examples to avoid pitfalls misalignment.

Practical Tip: Share this section with your team to adapt examples to fit specific needs and ensure consistency across all communication channels. Use these examples as a starting point, customizing them to align with current campaigns, initiatives, and audience preferences. Review any placeholder data within the examples and update as needed to ensure accuracy before use.

Website

- **Positive Examples:**

- a. "Empower your employees with the tools to thrive. EHI offers proactive strategies that make a difference in the workplace. Learn more about how we can transform your culture."
- b. "We're here to help you create a mentally healthy workplace. Our expert consultants are ready to craft a custom approach for your organization."
- c. "Discover how EHI's tailored programs can reduce stigma, improve mental wellbeing, and boost employee engagement."

- **Negative Examples:**

- d. "Our wellness solutions use cutting-edge technology to improve mental health." (Too technical, lacks emotional connection)
- e. "EHI offers consulting services to help companies with wellness programs." (Generic and uninspiring, lacks detail)
- f. "Implement our framework for improving employee wellness." (Too formal and detached)



Email

Positive Examples:

1. **Subject Line:** "3 Simple Ways to Create a Mentally Healthy Workplace Today"

a. Body:

b. "Hi [Name],

c. We know how challenging it can be to prioritize mental health in a busy work environment. That's why we're sharing three easy, actionable tips you can implement today to make your workplace more supportive and stigma-free.

d. Let's make a difference together! Check out our quick guide here: [Insert Link]"

e. This email is empathetic and supportive, using a conversational and approachable tone. It addresses the audience's challenges while providing actionable solutions and fostering a sense of collaboration.

2. **Subject Line:** "How to Reduce Stress at Work: A Free Toolkit for Leaders"

a. Body:

b. "Hi [Name],

c. Employee stress levels are higher than ever. As a leader, you play a critical role in supporting your team's mental wellbeing. To help, we've created a free toolkit packed with strategies to create a healthier work culture.

d. Access your toolkit here: [Insert Link]

e. We're here to support you every step of the way."

f. This email balances professionalism with a caring tone. It frames the audience (leaders) as key players in driving positive change, positioning EHI as a valuable and supportive partner.



Email

Negative Examples:

1. **Subject Line:** *"Mental Health Challenges? Try Our Services"*

a. **Body:**

b. *"Dear [Name],*

c. *Mental health is a growing concern in workplaces everywhere. Our programs provide solutions to these problems.*

d. *Contact us today to learn more."**

e. This email is vague and uninspiring. It lacks actionable insights, empathy, and personalization, making it feel generic and transactional.

2. **Subject Line:** *"Our New Mental Health Services Are Here!"*

a. **Body:**

b. *"Dear [Name],*

c. *We've launched a new set of mental health programs designed to improve workplace wellbeing. Visit our website to see what's available for you."**

d. While the tone is neutral, this email feels overly promotional and impersonal. It doesn't address the audience's pain points or offer compelling reasons to engage with the content.

3. **Subject Line:** *"Support Mental Health in Your Workplace"*

a. **Body:**

b. *"Hi,*

c. *Mental health is important, and our services can help. Learn more by visiting our website."**

d. This email is overly simplistic and lacks substance. It doesn't convey EHI's expertise, provide value, or inspire the recipient to take action.



Social Media

Positive Examples:

1. "Did you know 83% of employees say mental health support is key to their workplace satisfaction? A mentally healthy workplace is more than a perk—it's a necessity. Explore our tips for creating a resilient workforce: [Insert Link]"
 - a. This post is informative and professional while maintaining a conversational tone. It includes a compelling statistic to grab attention and a clear call-to-action encouraging further engagement.
2. "Let's talk about burnout—it's real, and it's preventable. Start with open conversations and simple strategies to reduce stress. Ready to create a thriving workplace? Let's make it happen: [Insert Link]"
 - a. This post uses an empathetic tone that acknowledges the audience's challenges while offering solutions. It's actionable, motivational, and ends with a direct call-to-action that encourages collaboration.
3. "Proactive mental health strategies = a thriving organization. Learn how EHI can help you foster resilience, reduce stigma, and drive real impact in your workplace. Start the journey here: [Insert Link]"
 - a. This post is concise and professional, emphasizing actionable solutions and organizational outcomes. The equation-style opening makes the content visually engaging while reinforcing EHI's value proposition.



Social Media

Negative Examples:

1. "Our programs use proven frameworks to support mental health. Click here to learn more: [Insert Link]"
 - a. This post is too formal and lacks emotional appeal. It doesn't address the audience's pain points or explain why they should care about the programs. The tone is generic and uninspiring.
2. "Is your workplace prepared for mental health challenges? Take action now before it's too late."
 - a. This post takes on a fear-based tone, which can alienate the audience rather than motivate them. It doesn't provide actionable insights or demonstrate EHI's supportive and empowering brand personality.
3. "Check out our wellness program services today! Visit [Insert Link]."
 - a. This post feels overly promotional and lacks specificity. It doesn't engage the audience or provide any value, making it unlikely to generate interest or action.



Blogs

Positive Examples:

1. **Title:** "How to Create a Thriving Workplace Culture: 5 Simple Steps"
 - a. **Intro:** "A thriving workplace culture isn't just about perks like free coffee or gym memberships—it's about creating an environment where employees feel supported, valued, and empowered. In this post, we'll walk you through five simple steps to foster a mentally healthy workplace, reduce stress, and increase engagement. Let's build a culture where everyone can thrive."
 - b. This headline is engaging and promises actionable content, while the intro connects emotionally with the reader by focusing on their goal of creating a better workplace. The tone is professional yet approachable, and the content avoids jargon, making it accessible and motivational.
2. **Title:** "The ROI of Workplace Mental Health: Why Investing in Your Employees Pays Off"
 - a. **Intro:** "Did you know that for every dollar spent on employee mental health, businesses see a \$4 return in productivity and reduced absenteeism? Investing in workplace mental health isn't just the right thing to do—it's a smart business decision. In this post, we'll explore the tangible benefits of prioritizing employee wellbeing and share actionable tips for getting started."
 - b. This post balances a business-focused approach with a strong ethical message. The headline immediately grabs attention by highlighting ROI, while the intro uses a compelling statistic to hook readers. The tone is authoritative yet supportive, making the audience feel informed and inspired to act.



Blogs

Negative Examples:

1. **Title:** *"Mental Health in the Workplace"*

- a. **Intro:** *"Mental health is an important topic in the workplace. This post discusses why it's critical for companies to address it and provides some ideas for improving workplace wellbeing."*
- b. The title is vague and uninspiring, while the intro lacks specificity and engagement. The tone is overly formal and doesn't connect with the reader's emotions or provide clear value.

2. **Title:** *"Why Mental Health Matters in Your Organization"*

- a. **Intro:** *"Mental health challenges are on the rise, and organizations need to address them. This post will explain the importance of mental health programs."*
- b. This post is generic and lacks actionable insights or examples. The intro doesn't acknowledge the reader's struggles or offer a clear reason to keep reading. The tone is detached and overly clinical.

3. **Title:** *"Improving Mental Health at Work"*

- a. **Intro:** *"Employee mental health is essential for productivity and success. Companies should take steps to implement programs that support their workforce."*
- b. This headline and intro are dull and overly broad. The tone is flat and fails to spark curiosity or engagement. There's no emotional connection or sense of urgency to draw the reader in.



Videos

Positive Examples:

1. **Title:** "How to Build a Mentally Healthy Workplace: Quick Tips from EHI"
 - a. **Opening Line:** "Hi there! Let's talk about something that affects all of us—mental health in the workplace. Did you know stress and burnout are among the top reasons employees leave their jobs? Don't worry—we've got three simple strategies to help you create a culture where employees feel supported and thrive."
 - b. This video has a warm and approachable tone that draws the viewer in by addressing a common pain point (stress and burnout). The message is empathetic, solutions-focused, and promises actionable tips. The tone is professional and conversational, making the audience feel understood.
2. **Title:** "The ROI of Mental Health Investments: A Leader's Guide"
 - a. **Opening Line:** "Hi! Did you know investing in mental health can save your organization thousands of dollars annually? In this video, we'll break down the financial and cultural benefits of prioritizing employee wellbeing—and show you how easy it is to get started."
 - b. This example speaks to business leaders, blending authoritative language with a caring tone. The opening line hooks the audience with a compelling statistic while framing initiatives as both impactful and achievable.
3. **Title:** "5 Warning Signs Your Workplace Needs a Mental Health Makeover"
 - a. **Opening Line:** "Hey! Does your team seem disengaged or stressed lately? These could be signs of a deeper problem. In this video, we'll share five key warning signs your workplace culture might need some attention—and how you can turn things around starting today."
 - b. The video grabs attention by addressing specific challenges the audience might face. The tone is empathetic and supportive, acknowledging the problem while offering actionable solutions. It's professional without being overly formal, creating a sense of partnership and shared responsibility.



Videos

Negative Examples:

1. **Title:** *"The Importance of Mental Health in the Workplace"*

a. **Opening Line:** *"Mental health is a critical issue in today's workplace. In this video, we'll discuss why it's important and share some ideas on how to address it."*

b. This opening is too generic and doesn't grab attention. The tone is overly formal, and the lack of specificity makes it unengaging. It doesn't address the audience's pain points or provide a clear reason to keep watching.

2. **Title:** *"New Programs to Improve Employee Mental Health"*

a. **Opening Line:** *"We're excited to announce our new programs designed to improve mental health in the workplace. Stay tuned to learn more."*

b. This video feels overly promotional and lacks substance. The opening doesn't connect emotionally with the audience or provide value upfront. The tone is detached and doesn't align with EHI's supportive and empowering personality.

3. **Title:** *"Understanding Mental Health Challenges at Work"*

a. **Opening Line:** *"Mental health challenges affect many employees today. Companies must take steps to address this growing issue."*

b. This script is overly clinical and dry, making it difficult for the audience to feel engaged. It fails to inspire action or create a connection with the viewer, making it ineffective for EHI's audience.



Additional Channels to Explore

Podcasts: EHI could explore launching a podcast to discuss mental health in the workplace, offering practical tips for organizations.

- **Positive Example:** "In today's episode, we'll share simple strategies to create a more resilient, mentally healthy workplace."
- **Negative Example:** "Join us for a deep dive into the technical aspects of employee wellbeing programs."

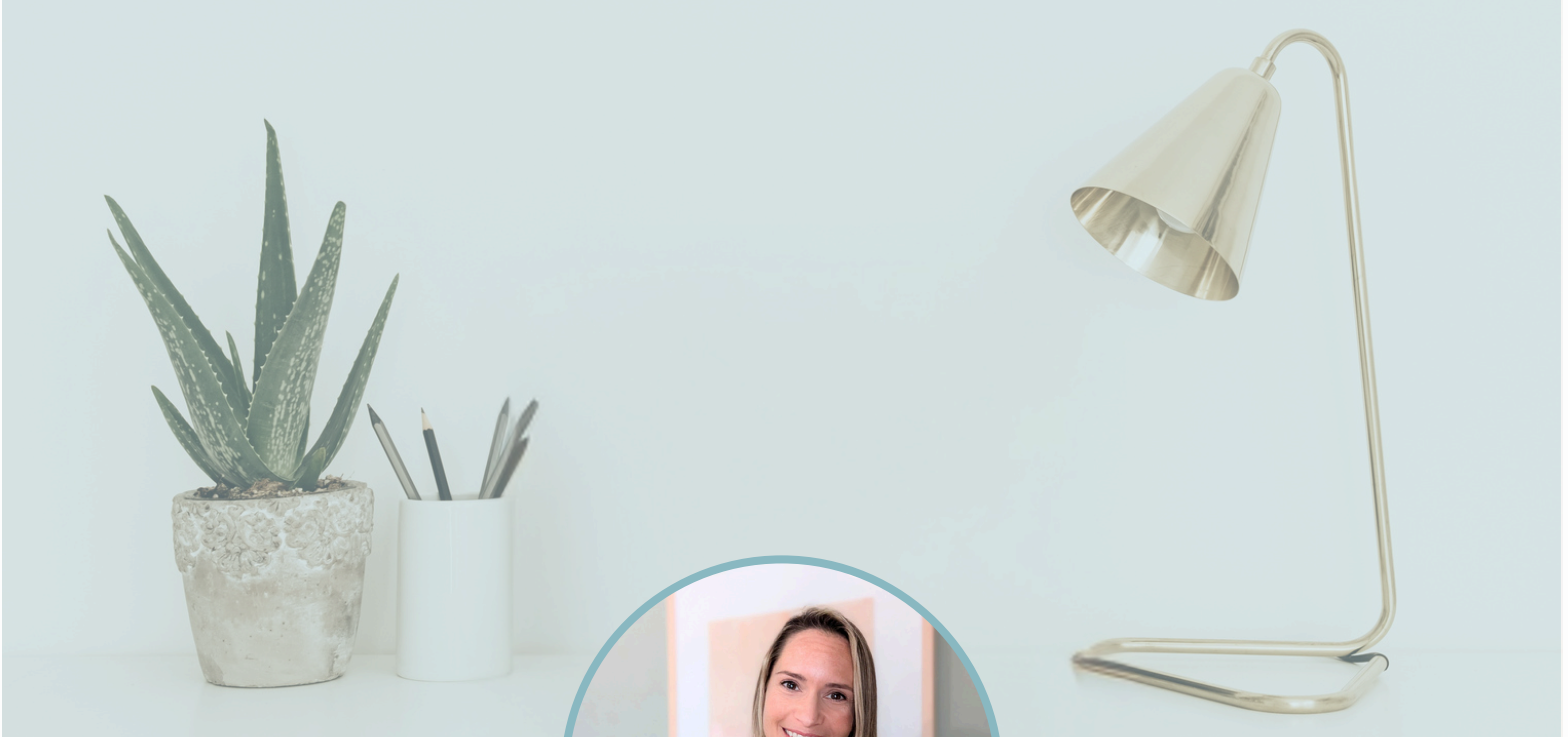
Webinars: Hosting webinars on mental health strategies can further establish EHI as a thought leader.

- **Positive Example:** "In our next webinar, we'll guide you through building a workplace culture that prioritizes mental wellbeing."
- **Negative Example:** "Attend our next webinar to learn about comprehensive frameworks for improving wellness program utilization."



CONCLUSION

Consistency in Brand Strategy is crucial for EHI as it seeks to lead in the mental health space. By following this strategy, EHI can ensure that its messaging resonates deeply with its audience, inspiring trust and promoting actionable change. Maintaining a strong and authentic voice across all communication channels is key to achieving long-term success and impact.



NEXT STEPS TO DIVE DEEPER

If you are ready for personalized guidance on your brand strategy, we can help!

Click the button or follow the link below to schedule a free 20-minute interest call.

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