

Company:
Brilliant Marketing

Location:
Remote

Company Size:
3 employees

Industry:
Marketing + Branding
Consulting

Success Story

How Brilliant Marketing used Reverb's HR Starter Kit to make their first hire and get their HR fundamentals in place.



Brilliant Marketing and Reverb had a great relationship having worked together on Reverb's marketing and branding. When Brilliant Marketing decided to hire their first employee, they came to Reverb for our HR expertise and to work with a team who shared their values.



CHALLENGE:

When Brilliant Marketing was hiring their first employee, the leaders had limited experience with hiring, benefits, and HR compliance. This next step was a bit overwhelming and it was important to make sure they were doing it right. They knew that good hiring and onboarding would set them up well for future growth.

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How Reverb Partnered with Brilliant Marketing to make their first hire and ensure a people centric culture.



SOLUTION:

Brilliant Marketing was thrilled to learn that Reverb offers an affordable HR Starter Kit with all the tools they needed to make their first hire and build a solid foundation for future hires.

Reverb's HR Starter Kit gave Brilliant Marketing the resources they needed to scale; things like tools and templates to guide them through inclusive hiring & onboarding, an introduction to DEIB, and tips for creating and sustaining healthy culture & values.

As part of the toolkit, their Reverb consultant developed a compliant, customized handbook and other HR policies. They introduced a local benefits broker, helped choose a competitive benefits plan, and communicate its value to the team. Reverb also helped them understand the nuanced requirements of managing a remote workforce.

As a bonus, Brilliant Marketing participated for free in Reverb's fully online course Management Training 101: Practical Skills for Great People Leaders. The course helped the team prepare for a smooth transition into people management.

The wealth of knowledge Reverb shared with Brilliant Marketing was above and beyond the starter kit contents.



RESULT:

Brilliant Marketing can easily apply what they learned to future hires. They now have processes in place to support the team as they continue to grow. The starter kit increased the leaders' confidence that they knew what they needed to do in order to remain compliant when adding full time employees.

By working with Reverb, Brilliant Marketing did their due diligence to grow and manage their team the right way. Working with an expert helped them avoid any number of costly "HR mistakes." The starter kit is risk management that pays off.

“Reverb walks the talk. They are helping companies build inspiring, healthy cultures by being one themselves. When you work with them, you can feel their cultural values of kindness and excellence come through their communication and work product.”

- Mikaela Bolling, Brilliant Marketing Co-Founder