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# CASE STUDY: STRENGTHENING EMPLOYEE ENGAGEMENT AND ALIGNMENT AT BOB EVANS FARMS

## Client Overview

Bob Evans Farms is a leading producer of refrigerated side dishes and breakfast products, with more than 1,000 employees nationwide and a strong heritage rooted in quality.

## Challenge

As the company evolved its leadership team and strategic direction, Bob Evans Farms needed to modernize its communications approach, internally and externally.

They wanted to:

- Align employees around key priorities and values.
- Strengthen corporate storytelling across owned channels.
- Elevate their employer brand on LinkedIn.
- Establish consistent, measurable communications KPIs.

## My Role

As a fractional communications executive and consultant, I partnered with Bob Evans Farms to build a cohesive communications strategy that unified voice, vision, and engagement across platforms.

## Solution

Corporate Communications Strategy

LinkedIn Strategy

Employee Newsletter

- Helped the team develop their corporate communications strategy, aligning leadership priorities, employee messaging, and brand reputation.
- Developed and executed a LinkedIn strategy to grow visibility and engagement, including audience targeting, content planning, and KPI tracking.
- Created and managed a streamlined monthly employee newsletter, highlighting company culture, leadership updates, and employee stories.

## Results

**183%** **550%**

Growth in LinkedIn Engagement with strategic content & audience focus

Increase in LinkedIn click-through rate via targeted, engaging content

\*FY22 vs. FY25

By serving as an embedded communications leader, I helped Bob Evans Farms modernize its communications, building stronger connections with both employees and external audiences and positioning the company as an employer and brand of choice.