

# Making HR More Human



EmPower HR



# The Greatest HR Company You've Never Heard Of...



---

**EmPower HR** is a Professional Employer Organization (PEO) providing HR, payroll and other employee benefits consulting and services.

**The Challenge:** Previously, EmPower HR had never undertaken marketing as part of its sales strategy. Although it had been successful in a direct-sales-driven model, the shift to a more digital-focused business environment had proven extremely difficult and its sales model was no longer as effective.

In supporting their business goals, the initial ask included a 200% growth benchmark, which it hoped to achieve in a 24-month time frame.

# A Multi-Phase Strategy

## Phase one:

In-depth research and discovery to identify the competitive landscape and target audiences

## Phase two:

Audience targeting to increase brand awareness in the designated markets

## Phase three:

Remarketing campaign to further increase engagement with marketing qualified leads (MQLs) and grow the sales pipeline with sales qualified leads (SQLs)



# Phase One Research + Discovery



# Taking The First Step Toward The Future OF HR



---

Conducting in-depth business research and a discovery project helped our team better develop a strategic blueprint for EmPower HR, and lay the groundwork for a long-term marketing plan catered to their objectives.

The discovery phase uncovered a series of pain points that our strategy needed to address as well as opportunities for advancement in the HR marketplace.

# Finders, Keepers In Competitive Research



---

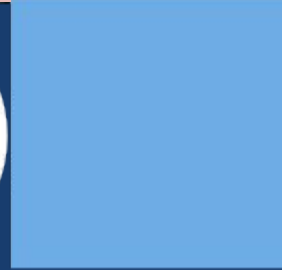
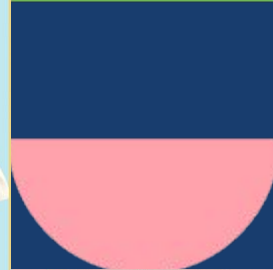
EmPower HR was unknown to its desired audiences and markets, especially in comparison to its competitors, who were spending at considerably high levels in advertising and also investing heavily in resources for content and social media.

Our research also identified a need for improvement in three key areas: **website content, social media content pillars and brand presence in the search marketplace.**

After reviewing competitive insights from the discovery phase and developing highly specific buyer personas based on information from EmPower HR's top sales leaders, our team got to work creating a **kick-a\*\*** campaign strategy.

# Phase Two

## Audience Targeting

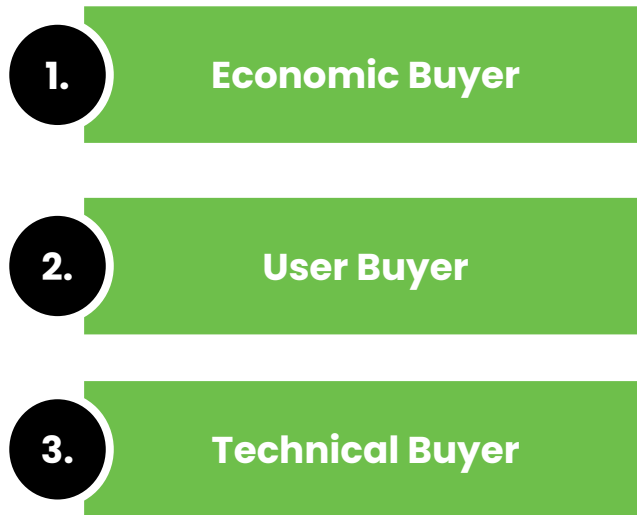


# Reaching The Right Folks

We wanted to speak to – and be in front of – the people who needed EmPower HR most.

Our quick-to-market campaign strategy focused on generating engagement among “**solution-seekers**,” users who were already searching for keywords like *outsourced HR* and *PEO services*.

We further identified three distinct buyer types and developed comprehensive personas to help optimize the remarketing campaign toward each of their unique needs.





# Audience Persona

## Economic Buyer

This buyer type typically holds a high-level title (CEO, CFO, owner, partner or president) and has final say in purchase decisions.

Economic buyers care about two main things when evaluating an opportunity:

1. Financial responsibility and potential return on investment (ROI)
2. Social proof – case studies, client examples and financial models



# Audience Persona

## User Buyer

User buyers are EmPower HR's end-user: the client's HR personnel or department. These buyers are tasked with screening possible solutions and identifying the key differentiators between available offerings.

Having a reliable and experienced account rep is also a top priority because user buyers want to feel supported.



# Audience Persona

## Technical Buyer

This buyer type is responsible for researching solutions to specific problems and providing recommendations to those with decision-making power. Technical buyers, usually purchasing administrators, look for a few key characteristics:

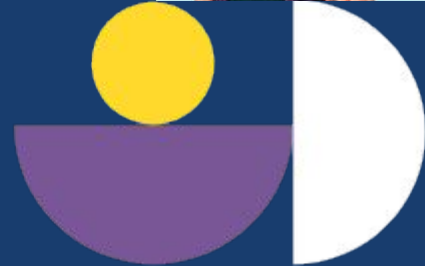
1. Proof that a solution is easy to set up
2. Performance-based stats illustrating stability and dependability
3. Compatibility with existing systems, processes and software



# Phase Three

## Remarketing

## Campaign



# Setting The Sales Team Up For Long-Term Success

---

The foundation of the campaign was a conversion-oriented landing page that would serve as a lead-generation machine to help the company's sales team:

- Collect new-prospect information
- Increase brand frequency with strategic remarketing campaigns and downloadable content
- Stay in front of its target audiences
- Support long-term relationships with existing audiences and new prospects

During the same time period, our team started developing a content resource center and an entirely new website that spoke to the heart of EmPower HR's brand.

EmPower HR

Talk To Sales: 888-818-0707

EmPower HR  
6,930 followers  
Promoted

Whether it's helping companies like yours gain control over labor costs, boost employee productivity, or something else - We love seeing the positiv ...see more



Let us handle the HR to-dos

empowerhr.com

[Learn more](#)

## Customized HR Solutions That Withstand Twists And Turns

Here at EmPower HR, we simplify HR. With customized solutions, a team you can trust, and a company that is focused on success, you'll wonder why you didn't chat with us sooner.



Help Us Customize Your Experience.  
How Many Employees Does Your Company Have?

Number of employees

Select your employee size



Next Question



MacBook Pro



# Real HR Solutions Delivered By Real People



As software and communication become more automated, our team saw that the human element of HR was disconnected or missing from messaging and creative efforts in the advertising for many of EmPower HR's competitors.

As a result, we developed ad messaging to bring the human aspect back to the HR industry, showcasing one of EmPower HR's key differentiators — **their dedication to supporting their clients, every step of the way.** This messaging was delivered through LinkedIn, search and display ads that drove visitors to the newly-designed and developed landing page.

By showcasing the EmPower HR difference to its target audiences, our performance-driven campaign advanced the company's sales efforts, delivering more leads and setting them up for long-term success.






**We'll Give You Time Back In Your Workday**

Let Us Handle The HR To-Dos

Work With EmPower HR



**We'll Give You Time Back In Your Workday**

Let Us Handle The HR To-Dos

Work With EmPower HR





**We'll Give You Time Back In Your Workday**

Let Us Handle The HR To-Dos

Work With EmPower HR






**We'll Give You Time Back In Your Workday**

Let Us Handle The HR To-Dos

Work With EmPower HR




**For Companies That Have A Heart**

At EmPower HR, We Are Human Too

**We Put The HR In Heart**

Your People Partner




**For Companies That Have A Heart**

At EmPower HR, We Are Human Too

**We Put The HR In Heart**

Your People Partner




**For Companies That Have A Heart**

At EmPower HR, We Are Human Too

**We Put The HR In Heart**

Your People Partner




**For Companies That Have A Heart**

At EmPower HR, We Are Human Too

**We Put The HR In Heart**

Your People Partner



# Measurable Outcomes

**390%**

Increase in main  
website contact form  
submissions

**63%**

Increase in sales  
qualified leads (SQLs)

**\$ 240k**

Pipeline value during  
90-day campaign

**162**

Total conversions  
attributed to campaign





**SSDM**

**Are you ready to  
activate your brand?**

(248) 368-0545 / [hello@ssdm.co](mailto:hello@ssdm.co) / [ssdm.co](https://ssdm.co)