

## PEO CASE STUDY: STRATEGIC CONTENT PLAN RESULTS IN REVENUE GROWTH

PRemployer saw increased sales including 15 new client contracts, a new revenue source, and stronger brand awareness through their partnership with LeadG2.

### About PRemployer

PRemployer is a human resource outsourcing firm dedicated to helping clients in Southeastern states improve performance and profitability through tailored strategies, guidance, training, and expertise.

Public awareness and understanding of PEO services have been obstacles for lead generation. With sales becoming more buyer-centric, the sales team needed to provide prospects and current clients with relevant and useful content that met them where they were at in the buying journey, depending on the needs and challenges they faced.

For 20 years Federated Media has partnered with The Center for Sales Strategy focusing on hiring and training talent. Recognizing the need for a partner to help with their lead generation and sales enablement efforts, Federated Media reached out to LeadG2.



### Challenges Faced

01

#### LOW AWARENESS AND CLARITY OF PEO SERVICES

PRemployer sought a solution that would diversify themselves while providing valuable content.

02

#### LONG SALES CYCLE

PRemployer needed an elevated strategy that would help build more authority and trust early on in the sales process.

03

#### CUSTOMER RETENTION STRATEGY

The sales team needed to facilitate increased client utilization including client retention and referral generation.

04

#### ELEVATE THEIR MARKETING

PRemployer chose to work with an agency who could serve as an extension of their team for a long-term partnership.

“Find a firm like LeadG2. Let them handle the majority of the design, research, and ideas. Follow their lead. They work with many companies from all industries and know what is working.”

## How LeadG2 Helped PRemployer Sell Smarter and Faster

As a sales performance agency, LeadG2 has been helping businesses drive leads and new revenue with the use of inbound marketing and sales enablement tactics for years. With a strong background working in the professional service space, particularly with PEO companies, there was a natural fit for LeadG2 and PRemployer to work together.

PRemployer turned to LeadG2 for more than just marketing. When hiring a sales performance agency, they received access to expert content writers, certified inbound marketers, search engine optimization and social media professionals, graphic designers, and marketing strategists.

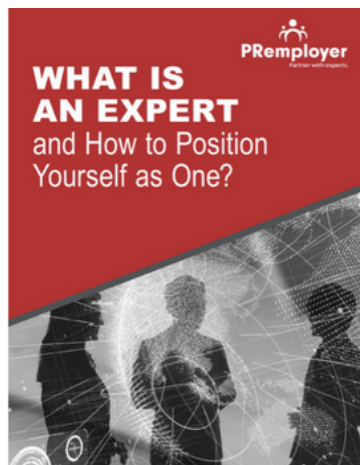
The first steps together included creating a robust and customized inbound marketing and sales enablement strategy while also getting the PRemployer team set up on the best technology to fit their needs which included the HubSpot Marketing & Sales Hubs, as well as the HubSpot CRM.

Through weekly consulting calls, monthly sales training sessions, hands-on HubSpot training, and extensive creation of content and execution of marketing campaigns, LeadG2 provided a clear and efficient path to boosting the marketing and sales efforts almost immediately.

“Always professional. They are organized and confident. They always work ahead and stay on schedule. They are a sales-based organization and them being connected to The Center for Sales Strategy is a big plus.”

Ben Harrison, President of PRemployer

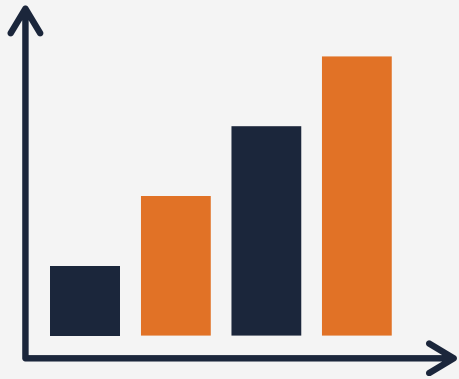
High quality, strategic content was the answer to the challenges PRemployer faced. To build a consistently robust pipeline of sales qualified leads, valuable resources were produced to target each stage of the sales funnel and different personas they were targeting.



## Growing Business with Inbound Marketing and Sales Enablement

Two video case studies were created, along with six campaigns, and several pieces of sales collateral to showcase thought leadership and facilitate credibility – increasing online conversions and generating 55 leads in the first six months and 741 leads in 24 months. Other results are:

- ✓ Over 37,300 organic website sessions
- ✓ Doubling monthly organic search in the course of 2 years



Using the inbound marketing methodology, PRemployer's traffic and lead production increased dramatically even during the pandemic. During the heart of the shut-down, leads increased by nearly **150%** from March 1st to April 28th over the previous 60 days.

"Clients and prospects see us more now; we're always talking to them with continuous education and events. We're pushing our expertise to another level with LeadG2. Overall, we look more "expertly" than before."

Ben Harrison, President of PRemployer



**15**

Grew Client Contracts  
In 12 Months



**741**

Leads Generated  
Online In 24 Months



**Over 111,619**

Website Sessions  
In 24 Months