Personalized Payroll Processing:

The PrimePay Story

How Inbound Marketing Aligned PrimePay With The New Buyer Behavior

PrimePay is an employee management solutions provider that offers a full range of integrated payroll and HR support services. The privately owned company serves all 50 states from more than 30 office locations.

With more than 27 years in the business and a 90% client-retention rate, PrimePay had developed a reputation for delivering the best workforce solutions out there.

But, the company recently realized that in today's competitive and socially revolutionized market – where information accessibility has tipped the sales scale in the buyer's favor and it's now the *seller* who must *beware* – being a "solution provider" simply isn't good enough.

Leads were coming in at an increasingly unimpressive level and sales were stalling out as a result. PrimePay needed a change: a refreshing facelift to its outdated marketing strategy.

This is the story of how PrimePay put the wheels of success back into motion by integrating its marketing efforts with a strategic inbound marketing program that better aligned its messaging with the 21st-century buyer.

THE SITUATION:
No Emotional Connection + No Remarkable Distinction = Lifeless Conversion Rate

Low lead volume and, more critically, a dismal website conversion rate of 0.2% proved that PrimePay needed to start thinking differently about its enterprise marketing program.

PrimePay knew there was something missing from its company's marketing efforts – something that went beyond simply allocating more resources to costly outbound advertising campaigns.

The company approached Square 2 Marketing with its quandary: how to turn around low lead volume, unimpressive conversions and stagnant sales.

This situation wasn't new to Square 2 Marketing enterprise-level companies. Many have big advertising budgets, but in today's market, the big budget is no longer an all-powerful solution to their marketing pains.

Diminishing leads, conversion rates and sales are most often the result of three core marketing deficiencies:

- Not **differentiating your company from competitors**
- Not **connecting to your prospective buyers on an emotional level**
- Not **establishing a strong, cohesive marketing strategy to integrate all messaging tactics, campaigns and offers**

While Moncur, a traditional marketing agency, took the reins for PrimePay's new website design and coding, Square 2 Marketing added the inbound marketing components that PrimePay needed to pull ahead in its market.

THE SOLUTION:
Pain Pointing + Lead Nurturing + Differentiation = Rejuvenated Conversion Rate

The PrimePay and Square 2 Marketing teams collaborated to create specific buyer personas based on PrimePay's best clients, explored the problems those prospects faced and matched a remarkable solution to each key pain point. The Square 2 Marketing team then built out the individual tactics to catapult this strategic foundation into **a powerful inbound Marketing Machine**™.

The plan involved three major steps to promote **awareness**, **affinity** and **trust**:

The First Step: Coordinating With Sales And Highlighting Pain Points
By getting to know PrimePay's sales process and working closely with its sales and marketing teams, Square 2 Marketing was able to help identify and reveal prospects' specific pain points. They then crafted email campaigns that focused on these pain points rather than simply promoting products and services, as PrimePay's competitors do.

For prospects just entering the **awareness** stage of their buyer journey, this highly targeted, search-engine optimized and pain-centered content helped position PrimePay as a payroll and HR outsourcing provider capable of helping prospects take the next step.

The Second Step: Educational Content Marketing And Lead Nurturing

Square 2 Marketing helped PrimePay's sales team map prospects to their appropriate positions in the sales funnel. They were then able to create content that offered relevant, personalized and educational information.

This lead-nurturing content – catered to the audience and optimized for search engines – helped promote prospects' **affinity** for the payroll provider, resulting in more qualified leads and a revitalized conversion rate.

The Third Step: Aligning With New Buyer Behavior And Differentiation

PrimePay's team was fully on board with the inbound marketing belief that buyer behavior has changed for the better. This step was crucial. For an inbound marketing program to work, a company must realize and embrace the fact that today's consumers are more informed than ever before. What's more, they make purchases emotionally. These consumers must not only *know* about, but also *like* and *trust* a provider before they're comfortable and confident enough to do business.

Square 2 Marketing and PrimePay worked to refresh the payroll provider's messaging and position it as a *personalized* payroll provider with more enticing offers and compelling calls-to-action (CTAs). This "personal edge" differentiated the company from other enterprise-level providers who were offering similar "solutions" but competing simply based on price, and cultivated that crucial **trust** factor in the decision-making process.

THE RESULTS:
Quantifiable Improvements

Inbound marketing strategy successfully enhanced PrimePay's marketing program. Once individual tactics began to play their respective parts in PrimePay's inbound marketing machine, powerful results started to materialize. After just 15 days:

- **Lead generation** increased from 11 to 500.
- **Conversion rate** increased from .20% to .45% – with several clients already on board and a robust stream of qualified prospects pumping through the pipeline.

Lead generation and conversion rate weren't the only improvements, though. PrimePay is now perceived as a respected thought leader and *personalized* provider in the payroll processing, workforce management and HR solutions industry.

KEY LESSONS:
Dedicated Investment In Inbound Marketing Pays Off

One of the most pervasive marketing myths out there right now is that inbound marketing is only for small companies with minimal resources and meager growth goals. This could not be further from the truth.

PrimePay is a clear example of how an inbound marketing strategy *enhances* an enterprise marketing program: helping CMOs/VPs of Marketing provide real value to their organizations by filling the sales pipeline with more nurtured, targeted and qualified leads.

Looking back, PrimePay's marketing department recognizes these key lessons from its company's inbound marketing engagement:

- Inbound marketing only works when you recognize that **buyer behavior has changed**, and consumers make purchase decisions emotionally before justifying them intellectually.
- Inbound marketing is grounded in distinguishing yourself from your competitors: **making yourself remarkable** in your prospects' and clients' eyes.
- Inbound marketing *tactics* must stem from a **strong inbound marketing *strategy***.
- Inbound marketing takes a lot of upfront work, but if you're committed, it pays off with a better return on marketing investment.
- Inbound marketing requires consistent **dedication to targeted and educational content marketing**: from blogging and emails to cogent offers and personalized lead-nurturing campaigns.
- Inbound marketing is a critical facet of a **successful enterprise-level marketing program**.

By embracing each individual tactic of its cohesive inbound marketing plan (persona creation, sales-funnel mapping, pain-centered messaging, educational content, search engine optimization, targeted lead nurturing, compelling offers/CTAs), PrimePay effectively differentiated itself from other enterprise-level challengers in an increasingly competitive market.

Want to start *your* inbound marketing success story?
Contact Square 2 Marketing – the leader in enterprise inbound marketing – to learn more about how an integrated inbound marketing strategy makes a quantifiable difference for organizations like yours.

Square 2 Marketing – Leading the Reality Marketing™ and Inbound Marketing Revolutions!