peritus marketing

Peritus*

A digital sales strategy for staffing firms.

A Peritus Marketing eBook

A playbook to help staffing firms pivot to a digital first client acquisition strategy.

The traditional business development model for staffing and recruiting firms is broken. Cold calling and client visits may not come back online for several quarters or longer as the pandemic lingers. Outbound advertising has a limited reach, high cost and low ROI. Human capital firms across the spectrum are recognizing the need to pivot to a new sales model based on a digital-first strategy.

As knowledge workers, human capital consultancies have an advantage. Enterprising firms can position themselves as subject matter experts which works well with a content marketing strategy where lead magnets like e-Books, Guides, Webinars, Videos and Case Studies are used to attract and nurture new clients.

Digital marketing is no longer the exclusive domain of Fortune 500 companies, with their vast resources. With lean content creation strategies and affordable marketing automation software, small-medium businesses can **"break through the noise"** and assimilate the components necessary to pivot to a digital-first client acquisition strategy.

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Index

Table of **Contents**

From Zero to Hero

A playbook to help staffing and recruiting firms pivot to a digital first client acquisition strategy.

Imagine our heroin Jill, who is the VP, Sales for a successful, mid-market staffing firm. She has a team of 14 sales reps who sell temporary, direct hire and strategic staffing solutions across a regional geography.

Leading up to the pandemic business had been brisk, with skilled workers hard to find and the demand for talent services at a peak. However, things changed quickly.

The firm scrambled to retain active temporary assignments and hold on to existing clients. Some clients have been OK, but others are struggling to survive and it's clear that some percentage will not make it through the recession. Clearly, the firm needs to address client atrophy and find a way to replace business that goes away.

As a VP, Sales, Jill has been thinking about improving the firm's digital footprint. She recognizes that as more decision makers work from home, that reaching them in the office for meetings and by phone is almost impossible.

She needs to find a way to help her team fill the top of the sales funnel that doesn't rely cold calls and client visits. But where to start?

Thankfully, Jill found a partner with the expertise to combine all of the necessary elements to help her team pivot to a new sales strategy. One built for a more virtual world.

The game plan began with translating the firm's subject matter expertise into marketing assets called lead magnets. For example, they developed an e-Book entitled *5 Ways Temporary Staffing Works in a Recession,* designed to offer advice for companies looking for flexibility and shopping for these services.

Secondly, they revamped the firm's website and positioned it as a knowledge hub rich with content and integrated it with marketing automation software to begin capturing buying signals from prospects.

The result – a permanent digital asset helping to fill the top of the sales funnel!

Intro

A simple 4-point plan.

Pivoting to a content marketing, or digital-first, client acquisition strategy doesn't have to be overwhelming.   If you're looking for a place to start, we've organized the primary elements into a concise 4-point plan.

We begin with explaining how to implement content marketing by translating your subject matter expertise into high quality lead magnets. From there, we discuss positioning your website as a knowledge hub designed to

serve as a resource center for existing and potential customers.

Marketing automation software is the glue that ties everything together from helping deliver your content across multiple channels to tracking prospect behavior and measuring campaign performance. Read on to learn how your firm can pivot to a digital-first client acquisition strategy and take advantage of hidden opportunity.

Intro

Critical Components

All the components for your digital-first client acquisition strategy work in concert with one another. Your website is the central hub for hosting your content. Marketing automation software runs the behind the scenes operations and is integrated with your website. Content, in the form of lead magnets (e-Books and case studies), blog articles and social posts, is the fuel that powers your sales and marketing engine.

1

High Quality Content (Lead Magnets)

Knowledge industries like staffing have a built-in advantage in that your subject market expertise can easily be converted into high value content that attracts potential customers by addressing the questions they are trying to answer as they move through the buyer journey. With a lean content strategy, one long form piece of content, like a case study, can generate multiple blog articles, a webinar, a FAQ resource article, social posts and email marketing campaigns.

2

A Sales Oriented Website

Your website should be the hardest working member of your sales team. Reconstructing your existing website or building a new one from the ground up with your unique customer acquisition process in mind is a smart investment. It represents an evergreen asset that will continue to produce a return on investment year after year as your domain authority with search engines increases, and you attract more and more organic visitors.

3

Marketing Automation Software

Marketing Automation Software (MAS) integrates with your website and delivers your content with segmented, scheduled email marketing campaigns. Automation recipes are used to track prospect engagement and provide you with buying signals that help prioritize sales follow up activity. Automation represents a considerable ROI because a single automation can be used repeatedly.

4

A partner Who Understands Staffing

There are a lot of "digital marketing" firms in the market. At Peritus, we recommend finding one that approaches sales and marketing as an integrated unit and that has a background in selling professional services. Catchy email headlines are only one part of the equation. You need a partner who can think through your business model, competitors, buyer journeys, buyer personas, and sales process.
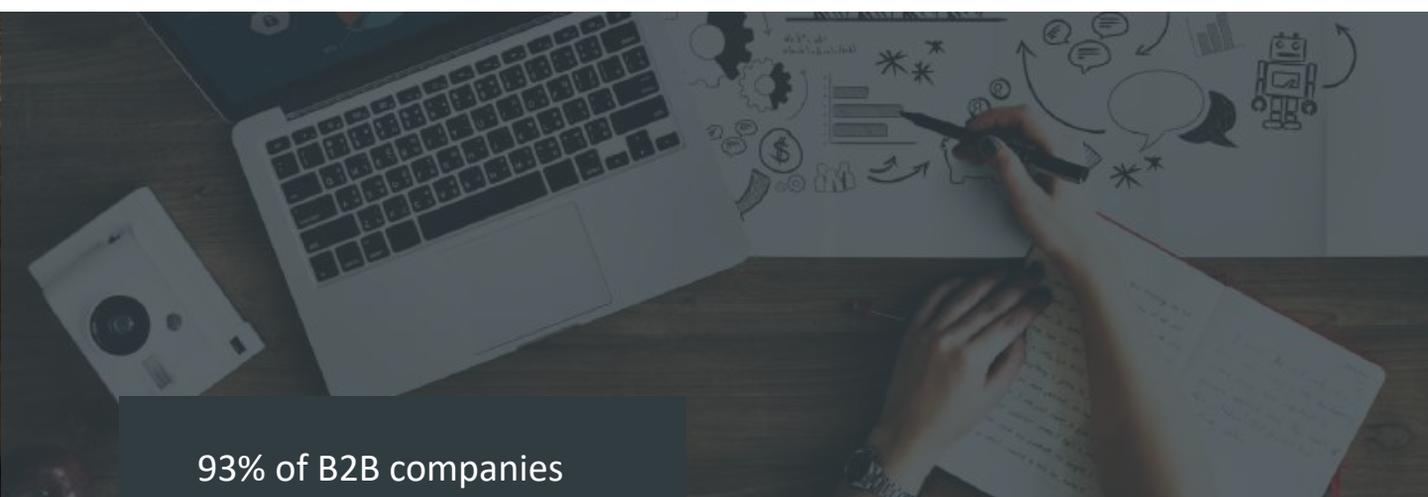
Content **Marketing**

Professional services firms have built in advantage. As subject matter experts they can easily translate knowledge into high-value, high-impact content that resonates with potential customers.

Content marketing is a natural dovetail for professional services firms who have deep subject matter expertise within their field of practice. This provides an excellent opportunity to translate knowledge into lead magnets like case studies and e-Books. By offering useful information for potential prospects who are self-educating as they move through the buyer journey, firms can attract, nurture and convert prospects. Using a lean content strategy, firms with limited resources can generate multiple assets. For example, one e-book can spin off smaller, short-form content like blog articles, social posts and email marketing campaigns. Each channel drives traffic back to the lead magnet and establishes your brand as a thought leader in the marketplace.

> 93% of B2B companies say that content marketing generates more leads than traditional marketing tactics.
>
> – Forbes

Why content marketing
works for staffing firms.

Content marketing offers some of the highest available returns for your marketing investment. Content like e-Books, case studies and blog articles are permanent digital assets that continually attract and engage prospects. The cumulative effect of building content not only positions you as an expert in the marketplace, but it also helps increase your website domain authority and ranking in search engine results pages (SERPs). Over the long haul, this increases organic website traffic from potential prospects.

Convert your knowledge into content.

Staffing firms have deep subject matter expertise on many aspects of human capital management which can be converted into an, almost unlimited, amount of best practice guides, checklists, resource and blog articles.

The information your prospects want.

As prospects move through the buyer journey (awareness, consideration and buying decision) they consume an ever-increasing amount of content. Content marketing keeps your firm front and center as prospects self-educate about potential solutions.

Position your firm as a thought leader.

Staffing and recruiting firms are built on reputation. Creating content is an excellent way to amplify your expertise within certain niches and service offerings. For example, case studies demonstrate how your services solve problems for real-life clients.

Permanent assets with evergreen ROI.

From a financial perspective, content marketing is a fantastic option because content like case studies, and e-Books are evergreen assets which continually attract potential prospects. A blog article on improving the candidate experience will be as relevant two years from now as it is today.

Intro

Your website is your most valuable sales tool.

71%

FACT

71% of B2B businesses think a simple-to-use website is a valuable selling feature.

– BigCommerce, 2018

For B2B companies, the website has become an increasingly important sales tool. Not for its sleek design and visual aesthetics, but as a resource hub for information. Attracting visitors to your website is about educating and sharing knowledge and ensuring pages continually rank in the SERPs for attracting organic and paid traffic.

At the heart of this are two components; your unique sales process and keyword strategy. Your website should be engineered from the ground up to attract and move potential customers into the top of the sales funnel. This means a website with rich content, strong landing pages, lead capture forms, and which is optimized for capturing more leads .

Secondly, all your content and the framework of your website must be built with a highly-targeted keyword strategy. Keywords, including long-tail keyword phrases are the DNA behind how search engines (Google, Bing, etc.) return results when your potential customers query a search. SEO tools like SEMRush can tell you what keywords your competitors are targeting, the volume of searches, and how likely you might be able to rank on page one for a given keyword. Commonly called Search Engine Optimization (SEO), this strategy helps individual website pages rank organically without paying for Ad traffic.

Additional factors that influence where your website ranks in search engine results pages (SERPs) include website page load times, https security, mobile device optimization, and how many backlinks from other websites point toward your website.

A sales focused website.

Web design considerations.

Perhaps the most important feature of a sales focused website is the depth to which it offers resources for current and potential customers. The vast majority of B2B buying decisions, including procuring staffing and recruiting services, involve extensive online research. Your website needs to positioned as a library of information that answers questions potential customers are asking (along their buyer journey) as they consider their marketplace options.
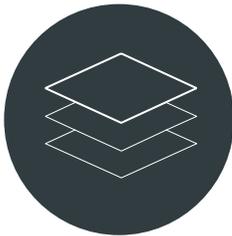
A content focused Resource Center.

A sales focused website is rich in content and gives potential customers access to a deep knowledge base. Elements like website architecture and menu structure enhance the User Experience. Optimized landing pages with strong call-to-action (CTA) buttons will improve lead conversion.
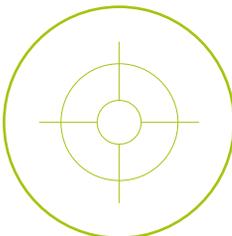
Optimized for SERPs

On-page SEO is the practice of optimizing individual web pages in order to rank higher and earn more relevant traffic in search engines. On-page refers to both the content and HTML source code of a page that can be optimized, as opposed to off-page SEO which refers to back links and other external signals.

Integrated with Marketing Automation Software

In order to build a completely functional sales and marketing engine, your website needs to be integrated with marketing automation software designed for small businesses. The lead capture forms, and tracking code installed on each page will allow you to track real-time buying signals as prospects engage with your website and content.

B2B marketers who have blogs get 67% more leads than those who don't. - OptinMonster, 2020

Technology

Marketing Automation

Marketing automation software, with its suite of robust features, is a revolutionary asset for increasing sales enablement. It provides busy sales leaders and salespeople the tools to (1) deliver targeted messaging to broad audiences and (2) track insights on which prospects are actively engaged with the firm's messaging and have the

greatest potential to become customers. Think of marketing automation software as next generation CRM that serves as the backbone of your combined sales and marketing effort. This software does everything to track and push prospects through the digital sales funnel - email marketing, online activity tracking, lead scoring, and using complex automation recipes to automate tasks.

Important Features

- ✓ **Site Tracking:** Track when prospects visit your website and see what pages they view.
- ✓ **Track Email Opens:** See what emails your prospects are opening and which campaigns are converting.
- ✓ **Email Scheduling:** Build email campaigns and schedule delivery at a specified date and time.
- ✓ **Lead Scoring:** Use automation recipes to assign numerical value based on prospect behavior.
- ✓ **Integrated CRM:** Track all of your sales activity at the Account, Contact and Deal level within an integrated CRM.

It's crucial to ensure that your marketing automation software can be easily implemented and integrated with your existing website, social media pages and CRM. The goal of MAS is to automate your business activities and track which digital channels are moving the needle.

This allows you to engage an almost infinite number of prospects and prioritize your limited time on high value sales activity with specific targets based on data.
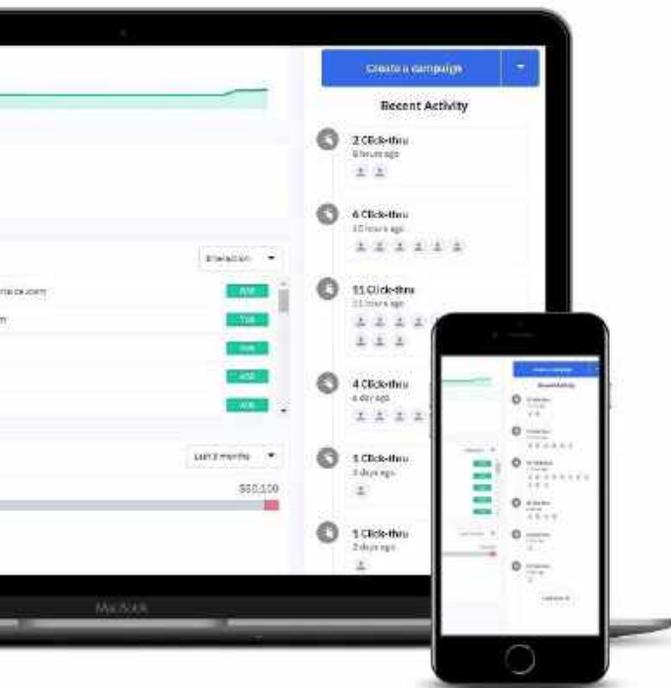
How lead scoring works.

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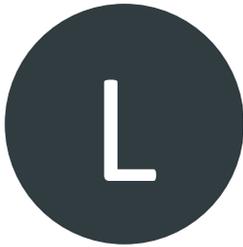
Imagine driving out an email marketing campaign to 1000 Talent Acquisition leaders and getting real time insight on the 5% who are most interested in the information you are sharing. Lead scoring gives you this insight by tracking when a prospect opens an email, clicks on a hyperlink, downloads an e-Book or visits one of your webpages. Each event is assigned a numerical value within the automation software which then calculates a lead score based on the prospect's cumulative activity. This information is prominently displayed within an integrated CRM system to help focus sales activity on high priority prospects with the greatest chance of becoming new customers.

- **Email tracking** allows you to see which email subject lines resonate with your audience and which prospects are interested in your service offerings. A/B email testing helps you continually optimize your email marketing programs to achieve the best results.

- **Tracking website visits** allows you to see which web pages a prospect visits and how many times they return. Conversion Rate Optimization helps improve pages to convert more leads.

- **Link tracking** tells you how many times, and which specific links a prospect clicks on.

1 Tracking website visits, email opens and link clicks tells you how individual prospects engage with your messaging.

2 Lead scoring recipes leverage automation technology to assign numerical scores based on prospect behavior.

3 Lead scores help busy sales leaders and firm Owners prioritize sales activity and focus on high potential prospects.

Measuring marketing **performance.**

Measuring marketing performance gives you hard data to support decisions about future campaigns, marketing channels and market niches. This optimizes new customer acquisition and ultimately drives revenue growth. Professional services providers like staffing and recruiting firms need to understand a handful of fundamental conversion ratios to calculate ROI on marketing activity. This includes lead conversion ratios like email open rates, click through rates and how these translate to converting unknown contacts into qualified prospects, often called Marketing Qualified Leads or MQL's.

● **Lead Conversion Rate**

In a given email marketing campaign tracking email open rates and click through rates will tell you what percentage of prospects qualify as a lead. This can often be measured by using automation software and assigning a minimum lead score as a benchmark.

● **Close Ratio**

Your close ratio is the number of new customers you capture based on how many leads you develop. For example, assume you generate one new customer for every three leads you conduct an initial meeting with. Your close ratio would be 1/3 or 33%.

● **Average Deal Value**

Another important metric to define is your average deal value. For example, assume that you sign on a new customer who generates $15,000 a month in temporary gross margin with a 90 day average length of assignment. Your average deal value would then be $45,000 or *$1,500 X 3 = $45,000.*
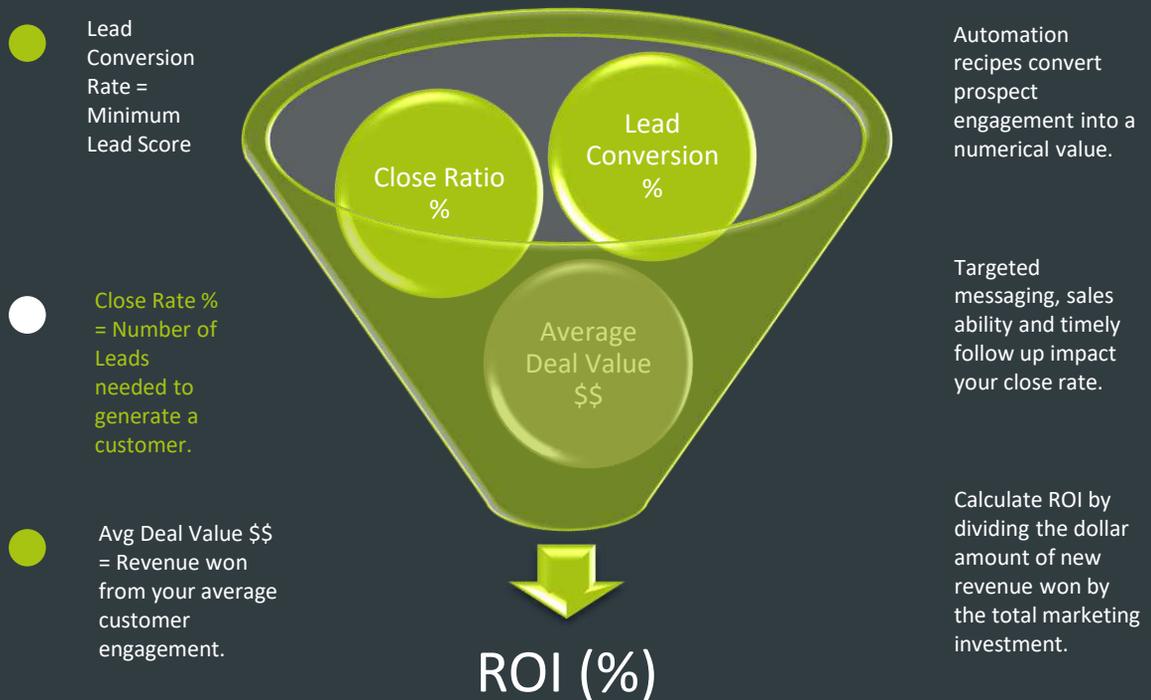
● **Marketing ROI**

Marketing ROI is the total of new revenue won divided into the total marketing investment. Assume you generated 2 new customers for a total of $90,000 and invested $12,000 into marketing over a 90 day period. Your ROI would be 750% (*$90,000 / $12,000 = 7.5 X 100 = 750%.*).

One of the benefits from utilizing modern marketing automation software is the real time feedback you get on campaign performance. Understanding which emails, social media posts and blog articles are getting the most traction allows you to double down on creating additional content to address the most prominent pain points your target audience is experiencing. This helps maximize the ROI you get on marketing investment by continually testing, evaluating and tailoring your messaging. Creating lead magnets that address relevant topics can also spin off job aids to help salespeople. For example, an e-Book that addresses a broad theme might generate several different cut sheets with telephone scripts that help salespeople articulate talking points and improve important conversations. All of this together helps increase the close ratio when converting interested prospects into eventual customers. This alignment between marketing and sales helps professional services firms maintain a steady stream of qualified prospects at the top of the sales funnel.

Lead Conversion Rate = Minimum Lead Score

Automation recipes convert prospect engagement into a numerical value.

Close Ratio %

Lead Conversion %

Close Rate % = Number of Leads needed to generate a customer.

Targeted messaging, sales ability and timely follow up impact your close rate.

Average Deal Value $$

Avg Deal Value $$ = Revenue won from your average customer engagement.

Calculate ROI by dividing the dollar amount of new revenue won by the total marketing investment.

ROI (%)

FACT

Inbound marketing costs 62% less per lead than traditional, outbound marketing.

- HubSpot

Peritus Marketing helps staffing and recruiting firms with client acquisition by implementing marketing automation software and fuelling it with targeted content.

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About Peritus

A.

Peritus Marketing was conceived to bring marketing automation software and content creation services to the small-medium business market. We have over 40-years of experience in B2B sales and content marketing with a focus in professional services including temporary staffing, direct hire and retained search.

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2020

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