Marketing PEO in COVID

PEOs Adapting to the Market, Helping SMBs Adapt
Ryan McInerney

Founder & CEO of Bluematter

15 years in B2B Digital Marketing Experience

Marketing with PEOs Since 2013

Pivoted in 2016 from All-in-One Agency (TechShepherd) to All-in-One Platform for In-house Marketing Teams (Bluematter)
Survey Results

A Brief Survey on the Status of Your Growth
Which best describes your PEO right now?

- 6% Experiencing major growth setbacks
- 13% Experiencing significant demand for our core offering
- 23% Successfully pivoting into new markets
- 58% Stabilizing operation but plateaued growth
Our network traffic has plateaued in most markets, including those impacted early by COVID-19.

https://corporate.comcast.com/covid-19/network
The outbreak has caused economic chaos and uncertainty.

Define who you are and who you aren’t to create a brand story.

Select right fit clients and map their journey to purchase.

Launch a unified marketing & communications strategy.

Use advanced technologies to scale efforts in chosen niches.

Scale your team and deepen your stronghold in multiple niches.

ML5: Five Steps to Marketing Leadership

Brand Identity

Market Selection

Revenue Engineering

Engine Optimization

Team Scaling
ML5 Step 2
Reassess Your Buyer Personas
5. Conditions by Industry

Job Losses by Industry, April 2020

- United States overall: -20.5
- Leisure and hospitality: -7.7
- Education and health services: -2.5
- Professional and business services: -2.2
- Retail: -2.1
- Other services: -1.3
- Manufacturing: -1.3
- Government: -1.0
- Construction: -1.0
- Transportation: -0.6
- Wholesale trade: -0.4
- Information: -0.3
- Financial activities: -0.3

% Small Businesses, by Industry, That Expect to be Closed (Temporarily or Permanently) in December 2020

- Small businesses overall: 53%
- Restaurants: 44%
- Tourism/fodging: 44%
- Retail (except Grocery): 42%
- Arts and entertainment: 38%
- Personal services: 38%
- Construction: 30%
- Real estate: 30%
- Professional services: 29%
- Health care: 29%
- Banking/finance: 25%

ML5 Step 2: **Market Selection**

01. **Ideal Customer Profile**
   - Selecting your Niche(s) to narrow your focus.

02. **Buying Group**
   - Knowing who will affect your deal quality and decision.

03. **Buyer Persona**
   - Profile the individual stakeholders that purchase.

04. **Buyer Journey**
   - Charting the decision making process.

05. **Sales Process**
   - Developing a Sales Process that matches the Buyer Journey
ML5 Step 3

Adapt Your Flywheel to Stabilize Your Funnel
Revenue Engineering

Updating Your Flywheel

The Five Spokes

1. Website Strategy
2. Content Strategy
3. Social Strategy
4. Advertising Strategy
5. Automation Strategy
Website Strategy
Marketing’s Two Raw Elements

Words
Copywriting, Content, Podcasts, etc.
“*You read my mind*”

Images
Illustrations, Graphics, Photos, Animations, Videos
“*Like looking in a mirror*”
Clarity = Prosperity
Three Responses to COVID

• Mot PEOs *Have Not* Adopted New Language or Imagery

  - No Mention of COVID
    - Site is wholly unchanged from pre-pandemic
  
  - COVID-19 Resource
    - Banner on Site for Client Resources and PEO Response
  
  - Site Updated for COVID
    - Imagery and messaging aimed at both clients and prospects

  - Overall, the majority of PEOs do not address the current circumstances SMBs are facing in their copy or imagery.

  - Some have adopted a client resources or a “what we’re doing to keep our people safe” section.

  - Few have adapted their site for both clients and prospects, and created entry points for both.
Major Messaging \textit{Shifts}

- Growth
- Talent War
- Benefits

- Survivability
- Adaptability
- Profitability
“Streamline your business, attract desirable employees, and reduce admin costs.”
“Human Resource Solutions for Growing Businesses”
“Keep your business running & your workforce employed.”

“Top 5 Tips For Managing Remote teams.”

“Back to Work Resources...”
“Supporting small business through the ups and downs.”

“This isn’t an easy time to run a business. But we’re here to help.”
YOUR MESSAGE

Beliefs
Who are they? What do they believe?

Pain/Expertise
What is their pain or unfulfilled passion at this step in the buyer journey?

Outcomes
What is their hoped for future state?

Implications
Call-to-action (CTA)

Your Persona
Who are you? What do you believe?

Your Brand
How is it that you understand your persona’s problems? Why are you able to guide them?

Your Message
Core common belief.

Stitch together their pain and your understanding and expertise.

How does your solution help them achieve their hoped for future state?

Bring these together.

Short Form Message

Bring it all together in a simple, clear message.

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Website Imagery
Replace these kinds of images…
With these kinds of images...
Content Strategy
Scott Klososky @sklososky · 21h
The pandemic has been the worst single event I have seen when it comes to a lack of data we can actually make a decision from. We must find a way to be able to trust what is being said publicly, bc today it is nearly impossible.

#Covid19 #Pandemic #Misinformation #Technology
Four Requirements of Content Today

Relevant
Topics should be the Subjects Ideal Clients are Searching for, and mentioning on Sales Calls

Reliable
Your Most Seasoned Reps On-Staff Citing Trustworthy Sources

Fast
Deployed Quickly, Updated Regularly, Boosted Socially

Frame Breaking
Create “ah-ha” moments and change buyer behavior. Teaching them new instincts.
Not Voice of Customer, but Mind of Customer

Product marketers should instead...

...map the mental models of customers and aggressively seek to understand where those mental models are incorrect.

Incorrect customer mental models are where Commercial Insight begins.
Product marketers should instead...

...consider the core of their job as reframing the way customers think about their own business, so that customers are led uniquely to your solution. We call these reframing ideas Commercial Insights.

The core of your job is to create Commercial Insights. Without them, crisper value propositions don’t matter.
Break down the “A”, then build up the “B”
Advertising Strategy
“From the surface, B2B advertisers are seeing some healthy results—a growth in CTR, and modest declines in CPC and CPA. Under that optimism, there’s still some reluctance for advertisers to increase budgets without knowing what tomorrow will hold. Many businesses are also more scrutinious of taking on a new partner or vendor as well and conversion rates are falling slightly as they prospects may take longer to purchase and need to interact with your brand more before deciding to convert.”
Play the **Long-Game** with Retargeting

1. This is your target prospect. His name is Bob
2. Bob visits your website.
3. Bob leaves your website.
4. Other websites and social networks continue to show your ad to Bob.
5. Your Retargeting ad reinforces Bob’s interest.
6. Bob’s is primed for your product/solution and converts into a customer.
Automation Strategy
Don’t be **Tone Deaf**

**Get back to Growth!**

**Big Business Benefits!**

**Just Following Up!**

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**Review Your Current Automation**

Do a thorough audit of all campaigns that are currently running and ask “does this make sense post March 8th?”

Would this draw me closer to my brand, or push me further away if I was the prospect?

Are we seeming genuinely helpful or are we pushing for a close?
Automation for Speed

- “What’s Next” Auto-Responders
- CRM Notifications for Sales Reps
- Filtering for Better Lead Routing
- Nurture, Nurture, Nurture

If you don’t know your ideal client profile, automation and nurturing will only cause you to burn the deal faster.
RESPONSE TIME:
The moment an interested lead completes a web form until a sales representative contacts them.
• Momentum Theorem: $Fi/T(G) =$

• *Focused intensity, over time, multiplied by God, equals unstoppable momentum.*
Social Strategy Today

• Be the *Rabbit*, not the *Turtle*

In a crisis, it is not ideal that you retract into your shell, pitch, be overly empathetic, or post anecdotal information.

**Professional Profiles:** This is the time to “be the expert” and curate the most relevant and reliable data.

**Business Pages:** Sponsor your blog posts and webinars at your ideal client targeted industries.
We help inhouse teams lean up their marketing and adapt to changing market demand. Now it’s your turn. Visit www.Bluematter.us

Bluematter’s strategy and execution platform puts you in the driver seat

Bluematter was designed for in-house teams that want the flexibility, agility, and predictability that agencies can’t provide.

**Strategy Hub**
Create a marketing plan that gets results while retaining competitive insights.
- Create a strategic plan unique to you
- Certify your in-house team with courses
- Get one-on-one coaching and training

**Execution Hub**
Implement your plan with skilled providers without marketing agency drawbacks
- Work with vetted, trusted partners
- Access the best tools & technology
- Manage projects in one central place