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WHEN HIRING EXACTLY MATTERED



**Marsden Marketing Crafts a Go-To-Market Initiative
for a Recruiting Firm**

A CASE STUDY

When an Atlanta-based recruiting firm wanted to branch out and enter a new market, they chose Marsden Marketing to develop a winning Go-To-Market program and create a profitable and highly-accepted brand in the marketplace.



ExactSource is a Recruitment Process Outsourcer (RPO) that specializes in hiring for technical fields and is known for the successful search and hire of difficult to find candidates. ExactSource is a division of Matteson Partners, a respected retained search firm with specialization in technical, engineering, and IT industries. Over the years, Matteson had developed a proprietary system and methodology for screening and identifying candidates to meet highly specific skill and experience sets, particularly in the engineering and architectural markets. The company felt it was time to create a new business unit to focus on that set of capabilities, while allowing the parent company to focus on senior-level executive search.

“We knew it would be a challenge to take a company with 25 years of history and legacy and launch a completely new brand, while still preserving the brand equity that we had in Matteson Partners,” said Katy McDonald, ExactSource’s Chief Operating Officer. “We had been drinking our own Kool-Aid for so long, we knew we needed an outside view to take us through a structured market analysis and help us create a truly differentiated new offering.”

The Process

The team researched qualified outside marketing agencies to find the best fit for creating the new branding and messaging and website. The search led to the hiring of Marsden Marketing to strategically develop and launch this new line of business that would be critical to the company’s future growth.

“Anne Marsden stuck out in my mind as a skilled marketer who was really good at problem solving and I knew she would bring both the knowledge and insight to find just the right market branding and voice to differentiate our new capability in a competitive landscape”, McDonald said.

The first challenge was to determine the business model and industry niche for the new offering. After examining the competitive landscape, the next step was to define the company’s unique differentiators. Then came creating the actual brand. “We got to know the target market - who the buyers and influencers were, not just by title, but

by age, gender, education level, and key needs and pain points”, said Anne Marsden, Principal of Marsden Marketing. “We then analyzed the competitive positioning and combining these data points, we were prepared to create a company name, logo, brand colors, and brand voice. Good research is always a necessary foundation to effective branding. Our data gathering and analysis provided the fuel to begin our creative work.”

“The Purple Squirrel was just one example of great creativity that came from our research. The recruiting industry refers to a Purple Squirrel as that job description that is so tightly defined and specific that only a purple squirrel would match the criteria. We decided that ExactSource would be the company that ‘Sources Purple Squirrels’. It was an image and a phrase that resonated with our market and was also fun and engaging. The squirrel became an instant hit with hiring managers and job candidates.”



Anne Marsden
Principal of Marsden Marketing

As the project moved from research and design into program implementation, communication was key. To keep the launch on schedule, weekly meetings with specific goals were scheduled along with frequent updates to C-level executives and shareholders. Deliverables on brand development and messaging were organized into a master checklist.

- » Create New Name (with available URL)
- » Design New logo
- » Create brand voice and copywriting style
- » Establish buyer personas
- » Create website design and new copy
- » Case Study and White Paper
- » Company identity materials (i.e. business cards, letterhead, collateral, etc)
- » Inbound Marketing program
- » HubSpot Marketing Automation integration

THE RETURN ON INVESTMENT WAS INCREDIBLE AND WE WERE ABLE TO ACHIEVE THE RESULTS OF A MAJOR CORPORATION ON A START-UP BUDGET.

KATY MCDONALD
COO, EXACTSOURCE

The checklist and timeline were important components, as was budget. McDonald says that Marsden Marketing became a trusted partner to successfully launch this new brand into the recruiting marketplace.

“Knowing that Marsden had a track record of success with all types of B2B firms, including Fortune 500 and international businesses, I felt completely confident in their ability to take us to the next level,” said McDonald.

The Results

ExactSource - the new name of the new division - was launched after four months of intensive planning, strategizing, and brand creation. Within the first year, ExactSource acquired 50 new clients and was selected by the Atlanta Business Chronicle (ABC) as one of Atlanta’s Best Places to Work.

“Our brand was incredibly well received in the marketplace and it was perfect to build on long term”, McDonald stated, “There was no confusion about us. People knew exactly who we were and what we did.”



From Brand Creation to Lead Generation: Phase 2

With the branding clearly established and the website up and running, the focus shifted to how to generate qualified leads. The Marsden team introduced ExactSource to Inbound Marketing and outlined a plan for drawing traffic to the website with relevant content. “Inbound Marketing provides the platform for ExactSource to engage with their audience and keep them informed on company news, new technology, and trends in the industry. By leveraging the power of the internet and social sharing, they turned their website into a helpful resource and a 24/7 lead magnet,” said Marsden.

Prior to the Inbound Marketing program, 80% of leads came from referrals. Now ExactSource uses SEO, Content marketing, social media networks and blogging to share their company resources such as whitepapers, case studies and infographics, as well as display thought leadership in their industry. As a result, they have seen a measureable increase in website visits, prospect engagement, and most importantly, leads.

“How do we get people to find us when we’re asleep at night? Or contact us without any prior conversations? Inbound Marketing solved the need to always find new prospects. Instead, they find us - online. Plus, Marsden Marketing outlined best practices on how to qualify leads,” said Kaitlyn Brown, ExactSource’s Marketing and Communication Coordinator.

“On average, we receive 2,000 website visits and 3-4 leads per month, “ said Brown, “We usually see a 25% increase in website traffic when we share new content, so I make sure we always have something published throughout each month.”

ExactSource maintains the company blog, The Purple Squirrel, and is committed to publishing 3-4 new blogs a month. They actively engage on Twitter and LinkedIn, sending 5-6 tweets a day to their growing base of Followers, as well as daily postings on their LinkedIn Company page, sharing company updates, blog posts, and press releases.

Final thoughts

ExactSource continues to build upon their brand, creating a strong user experience on their website with resources for both hiring managers and prospective hires that consistently generate new leads and business opportunities.

“When we hired Marsden Marketing, we knew we were hiring a premiere expert in marketing and a professional organization that had a history of success”, said McDonald. “We use Marsden Marketing like a new company would a CMO. The return on investment was incredible and we were able to achieve the results of a major corporation on a start-up budget.”

To learn more about how Marsden Marketing can help you in B2B branding, messaging, and Inbound Marketing, connect with us and let’s brainstorm together.