

## Getting right messaging for campaigns through content research

# PAYROLL

Our client was a leading payroll outsourcing company, in operations for more than 15 years

### Business Challenges

The client had a good reputation in the payroll domain and was using various channels to generate leads. The response rate to their lead generation campaigns was going down. They realized that writing about trending and relevant topics will be much more appealing to their target audience. The challenge was to identify trending and relevant content in their domain.

### Solution

To help the client in identifying trending content that they could use in their content programs, Xenia used their 3R approach (Research, Report, Recommend)

- As a part of our research list, we shortlisted some of their top competitors, leading events in their domain and leading trade publications
- Based on ongoing research, we reported ideas that were being used by competition and were the talking points at events and trade publications
- Based on the client's messaging framework, we recommended ideas that could be taken up in their content programs

### Benefits

- With reports and recommendations from Xenia, it became easier to identify topics for their content programs
- Their campaigns powered by trending content delivered improved response rates, over 60% better

“

Xenia's 3R approach helped us identify content ideas for our marketing programs. With relevant and trending content, it was much easier to engage with our prospect audience and generate warm business leads

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Vice President – Sales  
leading payroll outsourcing company

### Contact Us

- ✉ [sales@xenia-consulting.com](mailto:sales@xenia-consulting.com)
- 🌐 [www.xenia-consulting.com](http://www.xenia-consulting.com)
- 📖 [blog.xenia-consulting.com](http://blog.xenia-consulting.com)
- 🐦 [twitter.com/xeniaconsulting](https://twitter.com/xeniaconsulting)

### About Xenia Consulting

Xenia Consulting is a professional digital marketing agency that leverages inbound marketing to deliver business leads for you. We do this by generating meaningful and relevant content and then driving it effectively to influence your prospects, using a mix of social and digital channels. We offer a range of services managing marketing campaigns, graphic design, social media marketing and writing professional content to meet your varied needs.

