

## Improving social presence for a payroll outsourcing firm

# PAYROLL

Our client was a leading payroll outsourcing company and wanted to increase its engagement across social media through relevant digital banners and posters

### Business Challenges

The client had a minimal social presence and wanted to intensify its efforts in reaching out to its target market, leveraging digital banners and posters across social media. The messaging across these banners needed to be in line with their core messaging and as per their brand guidelines. The client was looking for a significantly improved visual appeal across their social channels, based on this initiative.

### Solution

- Based on the messaging theme and the branding guidelines, we created theme based image banners that could be posted to social media
- For every theme, a post bank with multiple options was created and based on discussions, post images as well as comments were finalized and approved
- Branding elements were included across all image banners used on social media
- Communication about the client's unique selling points became far more easier with a visual representation

### Benefits

- Significantly improved metrics across their social channels
- Increased number of leads from their web channels
- Improved brand recall among prospect audience aided client engagement

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In a short period of 3 months, we were able to ramp up our social media presence quite effectively. All through the engagement, we have been very happy with deliverables received from Xenia

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Sales Head,  
Leading Payroll outsourcing company

### Contact Us

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### 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.

