



# Confessions Of A Former Salesperson In Workforce Solutions – What I Wish I'd Known About Marketing Long Ago

Presented by Yvonne McAteer

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# Moderator



**Amanda Polkey**

Business Development Consultant

**People 2.0**

Amanda is a certified staffing professional with over 20 years of experience in the staffing and recruiting industry.

With a number of awards under her belt including “Sales and Operations Manager of the Year,” Amanda has led the way for her clients to achieve new sources of revenue and innovative talent retention strategies.

Amanda is also a certified life coach who focuses on helping people make meaningful career transitions.

# Speaker



**Yvonne McAteer**

Co-Founder

**OutPace Digital Marketing**

- In previous positions, I worked as the SVP at Broadleaf where I began to see the importance of digital marketing in new business development, and later combined that with large global workforce solutions experience at KOCCG
- What I learned
  - Digital marketing as a sales multiplier
  - Improved prospect and customer engagement
  - Enhancing the buyer journey
  - All leads to demonstrable results
- Bottom Line: I understand your business and your journey.

# Why It Matters, and Our Why

- Integrating sales and marketing can lead to a 32% YoY revenue growth (Source – Aberdeen Group)
- "We're living in the age of the customer, no longer the age of the seller. The required mindset is one of helping, not selling. Marketing and sales need to align to, with, for, and around the customer." (Source – Salesforce)
- Buyer behavior and expectations have changed.
  - 70% of buyers fully define their needs on their own before engaging with a sales representative, and 44% identify specific solutions before reaching out to a seller. (Source – CSO Insights)
- Brands need to meet their buyers in their journey with the right information, at the right time. That begins with the right content in digital marketing, and meeting your prospects (and candidates) where they spend their time and do their research
  - 92% of B2B buyers use social media to engage with industry thought leaders. (Source - Marketing Profs)

# Old School vs New School

Traditional marketing is still powerful, and in some cases necessary – but it is more expensive and not always the right investment compared to digital marketing.

- Direct mail (postcards, brochures, letters, fliers)
- Tradeshows
- Print advertising (magazines, newspapers)
- Coupon books, billboards)
- Radio
- Television

**Consider**  
Targeting  
Engagement  
Measurability

# Key Elements of Digital Marketing



# What Are The Benefits of Digital Marketing

- Most relevant
- Lower cost
- Provides real time data
- Broadens your marketplace
- Allows for more personalization
- Levels the playing field
- ROI is trackable

# Results

Marketers with a documented strategy are **313%** more likely to report success

(Source - CoSchedule)

Google has rated reviews as one of their **top 5** ranking criteria - impacts the Google algorithm

(Source: Moz)

Videos drive **157%** increase in organic traffic

(Source - Wordstream)

**78%** of buyers would tell others to buy from a purpose-driven company and **68%** are more willing to share content with their social networks over that of traditional companies

(Source - The Cone Porter Novelli Survey 2019)

For every one dollar spent on email marketing, results average

**\$42** in return

(Source - Litmus)

For every one dollar spent on SEO, businesses get an ROI of

**\$22.24**

(Source - SmartInsights)

**200%** - the ROI on investment from purchasing Google ads

(Source - Google ad statistics)

# Suggestions

## Use available resources

- Google.com/webmasters
- HubSpot site analysis
- Boostability
- SEMrush
- Buzzsumo
- Buffer
- Think with Google
- Social Media Examiner

**Create a clear,** detailed description of your goals, who your target client is, and what problems they are trying to solve - this is the backdrop for everything - where you engage, when you engage and the content you create

**Get close** – sales and marketing together can drive significant results

**Publish reviews and testimonials** – and make it easy for clients to provide them

**Consider paid advertising** but not until your strategy is absolutely clear

**Leverage video** – with a purpose and a CTA

# Questions?

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# Thank You!

**Outpace**  
DIGITAL MARKETING

**Yvonne McAteer**

Co-Founder

**OutPace Digital Marketing**

[yvonne@outpacedigitalmarketing.com](mailto:yvonne@outpacedigitalmarketing.com)