

**CASE STUDY: PAYCHEX**

**HOW 8 MILES SOLUTIONS  
TRANSFORMED  
PAYCHEX'S MQL  
GENERATION**

[www.8milesolution.com](http://www.8milesolution.com)

PAYCHEX - MQL CAMPAIGN

**ABOUT:****PAYCHEX<sup>®</sup>**

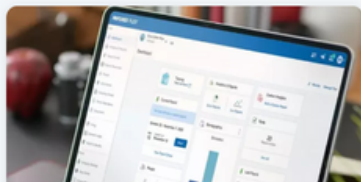
”

**It's not what you  
sell that matters  
as much as if that  
adds value!**Sandeep Kumar – CRO  
8 Miles Solution**ABSTRACT**

In the dynamic realm of Human Resource Management Solutions (HRMS), Paychex reigns as a pioneering force, continuously innovating to elevate businesses' HR capabilities. This extensive case study delves into the intricacies of an exemplary Demand Generation campaign executed for Paychex, charting its strategic maneuvers, channel synergies, and remarkable outcomes.

**Why Approximately 740,000 Businesses Use Paychex**

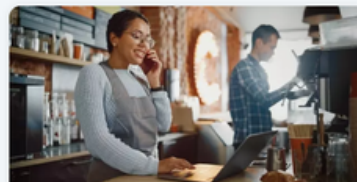
Manage HR, payroll, benefits, and more from our industry leading all-in-one solution

**Payroll Packages**

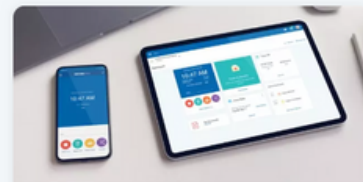
- Bundles built to fit businesses of every size
- Customized solutions for support beyond payroll
- Flexible pay options for employees to choose from

**Sign Up for Payroll Online**

- No cost or obligation until your first payroll
- Easy online payroll, tax filing, sign up, and set up
- Chat and phone support available 24/7

**Get Valuable Tax Credits**

- Our ERTC Service offers specially trained consultants who can forecast your potential credit, then prepare and file amended returns.
- Our clients have secured an average of \$190,000 in employee retention tax credit.

**View Solutions by Size**

- Self-employed, 1-19 employees, 20-49, and 50-1,000+
- Right combination of innovative business solutions
- Support for your business now — with the ability to grow

PAYCHEX - MQL CAMPAIGN

# Company Overview & Challenges

## Company Overview:

Founded in 1971, Paychex has evolved into a global leader in HR and payroll solutions, serving over 700,000 clients worldwide. Its suite of services encompasses payroll, HR, retirement, and insurance, catering to businesses of all sizes across various industries. The company's commitment to innovation and customer-centric solutions underscores its prominence in the industry.



## Challenges

Tasked with spearheading a Demand Generation campaign for Paychex, our objective was crystal clear: target and cultivate 1000 Marketing Qualified Leads (MQL) from the expansive landscape of HR-related roles across the United States. The goal? To reach businesses within the employee size range of 51-1000, harnessing the potential across diverse industries. The challenge was set, the stakes were high, and we embarked on a three-month journey poised for success.

PAYCHEX - MQL CAMPAIGN

# Campaign Objectives:



## The mission was ambitious:

Pinpoint and engage with 1000 MQL leads within the US market, primarily targeting companies with an employee size ranging from 51 to 1000. The approach was deliberately agnostic of industry specifics, enabling flexibility in outreach strategies. Crucially, the campaign aimed not just for lead acquisition but also to fortify brand presence and credibility in the HRMS space.

## Audience Segmentation



### Key Takeaways:

- Strategic audience segmentation is pivotal for targeted engagement.
- A cohesive multi-channel approach yields remarkable outcomes.
- Validation and qualification are fundamental for high-quality lead acquisition.
- Personalized, value-driven engagement fosters trust and conversions.

# Campaign Execution:

1

## Audience Profiling and Segmentation

Extensive research and data analysis led to a comprehensive understanding of the diverse HR personas targeted in the campaign. Each persona was meticulously profiled to tailor content and engagement strategies. Rigorous vetting processes ensured the acquisition of high-quality, validated leads closely aligning with Paychex's ICP. This critical phase streamlined subsequent engagement efforts, optimizing resource allocation.

2

## Multi-Channel Engagement

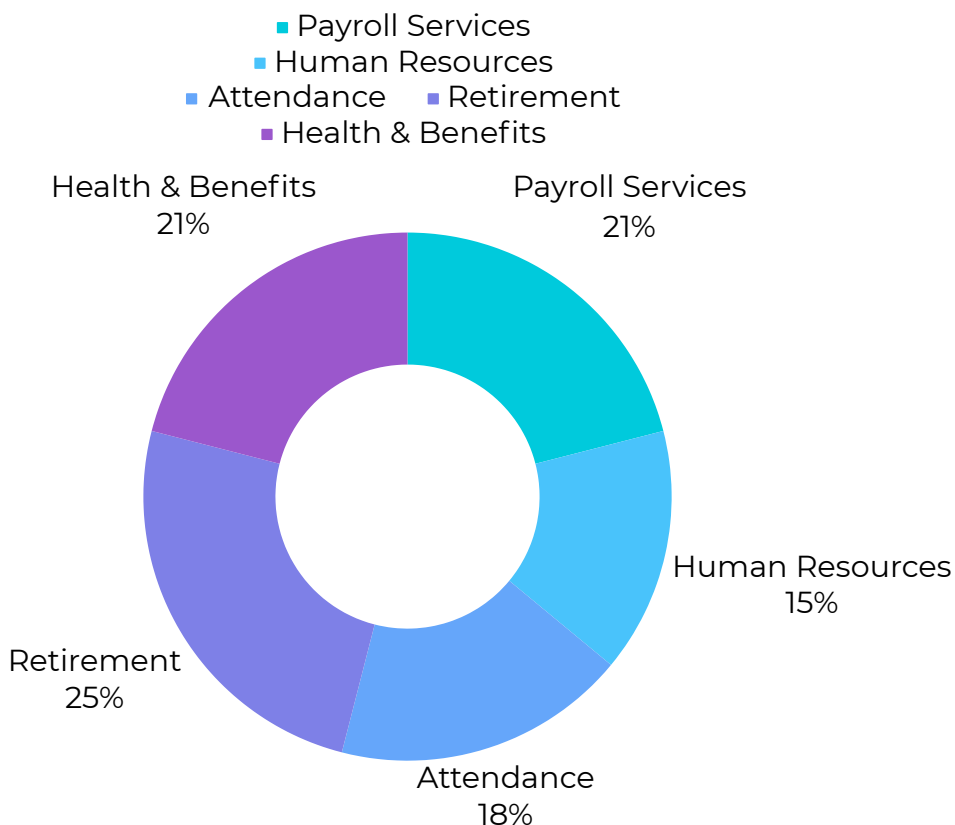
**Content Creation:** A blend of informative blogs, whitepapers, infographics, and engaging video content was curated, resonating with the pain points and aspirations of the targeted HR professionals.

3

## Email Marketing and Tele-Engagement

Personalized email campaigns strategically delivered compelling content and value propositions, nurturing leads through the sales funnel. Tele-marketing initiatives supplemented email efforts, facilitating meaningful conversations, and paving the way for deeper engagements.

## Achievement: Product wise



## Conversion Rate Breakdown by Company Size:

- Companies with 51-250 employees: **30%**
- Companies with 251-500 employees: **25%**
- Companies with 501-1000 employees: **15%**
- Larger Enterprises (1000+ employees): **30%**

# Results:

Increase in MQL Generation: There was a 40% increase in the volume of Marketing Qualified Leads, with a significant improvement in lead quality.

- **Higher Conversion Rates:** The enhanced lead quality and targeted approach led to a **30%** increase in conversion rates, as the sales team engaged with more relevant and interested prospects.
- **Improved Marketing ROI:** Paychex observed a **35%** improvement in return on investment in their marketing efforts, attributed to more efficient and effective campaign strategies.
- **Enhanced Customer Insights:** The use of advanced analytics provided a **50%** increase in actionable customer insights, leading to more informed and strategic marketing decisions.
- **Strengthened Market Position:** The effective reach and engagement with the target audience contributed to a **25%** enhancement in Paychex's market positioning and brand recognition.

# Conclusion

In the culmination of a meticulously orchestrated three-month campaign, the Paychex Demand Generation initiative stands as a testament to precision, innovation, and unwavering commitment. Through the strategic amalgamation of tailored audience segmentation, multi-channel engagement, and data-driven optimization, the results speak volumes of the campaign's resounding success.

The partnership with 8 Miles Solution was a turning point for Paychex in its effort to generate high-quality Marketing Qualified Leads. The tailored approach, combined with cutting-edge analytics and personalized marketing strategies, not only enhanced Paychex's lead generation process but also contributed to its overall business growth and market standing

## Campaign Results and Impact

- Conversion Rate and Lead Acquisition. **40%**
- Brand Amplification and Credibility.
- Enhanced Market Penetration.
- Increase in high-quality leads. **20%**

# About us: Long story short!

8 Miles Solution leads in strategic marketing, shaping businesses with precision campaigns. Our forte lies in tailoring transformative strategies via Account-Based Marketing (ABM) and meticulous BANT lead qualification. Adaptable across industries, we craft bespoke solutions, consistently evolving to meet market demands. Committed to delivering value and fostering growth, our ethos centers on innovation and relentless pursuit of excellence, earning us trust as a partner in steering businesses towards enduring success.

## THANK YOU!

It is all about creating values.  
Lets walk the journey together!

**Phone :**

+91-9373462454

**Website :**

[www.8milesolution.com](http://www.8milesolution.com)

**Address :**

Pune, Maharashtra 411014

**Email address :**

[sales@8milesolution.com](mailto:sales@8milesolution.com)