



"Partnering with S2W Media has been a game-changer for our business! We've achieved an impressive **108% increase** in first-time appointments and a staggering **65% YoY revenue growth**. The results have been transformative in helping our marketing lead-gen efforts."

Ashley Ferguson  
Digital Marketing Strategist



## About Paycor

Paycor is a leading provider of HR and payroll software, empowering businesses with the tools they need to streamline workforce management. With a focus on innovation and user-friendly solutions, Paycor helps companies of all sizes simplify payroll, benefits, talent management, and compliance.

Trusted by thousands of organizations, Paycor delivers data-driven insights and automation to enhance HR efficiency and drive business success. Their comprehensive platform enables leaders to make informed decisions, improve employee engagement, and ensure compliance with frequent regulation updates.

Committed to enhancing business growth, Paycor continuously evolves its technology to meet the demands of modern workplaces. By providing intuitive and scalable solutions, they help businesses optimize operations and build stronger, more productive teams.

## The Challenge

Paycor faced several challenges in their marketing lead-generation efforts

### Identifying High-Intent Prospects

Paycor needed to connect with decision-makers who were actively seeking HR and payroll solutions.

### Increasing First-Time Appointments (FTA)

Boosting the number of initial meetings with potential clients was crucial for expanding their sales pipeline.

### Driving Revenue Growth

Achieving significant year-over-year revenue growth required a steady influx of high-quality leads and effective conversion strategies.

To address these challenges, Paycor sought a partner who could deliver targeted, high-quality leads and optimize their marketing campaigns for maximum impact.

## The Solution

### Identify & Target Ideal Customers:



S2W Media employed advanced targeting techniques to identify high-intent buyers who matched Paycor's ideal customer profile. This involved:

- **Data Analysis:** Leveraging data analytics to understand the characteristics and behaviors of Paycor's most successful clients.
- **Audience Segmentation:** Creating detailed segments based on industry, company size, job role, and other relevant factors.
- **Precision Targeting:** Using these insights to target marketing efforts towards high-potential prospects.

### Deliver High-Quality Leads:



The team curated and distributed engaging content to attract and convert qualified leads. This process included:

- **Content Creation:** Developing informative and compelling content that addressed the pain points and needs of the target audience.
- **Content Syndication:** Distributing this content across various channels to reach a wider audience and drive engagement.
- **Lead Nurturing:** Implementing lead nurturing campaigns to guide prospects through the sales funnel and prepare them for meaningful conversations with Paycor's sales team.

### Optimize Campaign Performance:



Through continuous monitoring and optimization, S2W Media ensured maximum ROI for Paycor by refining their strategies based on real-time data and insights. This involved:

- **Performance Tracking:** Regularly tracking key performance metrics such as lead quality, conversion rates, and ROI.
- **A/B Testing:** Conducting A/B tests to determine the most effective content, messaging, and targeting strategies.
- **Iterative Improvements:** Making data-driven adjustments to campaigns to enhance their effectiveness and efficiency.



S2W Media, a trusted content syndication partner, designed a customized solution to align with Paycor's specific goals. By leveraging a data-driven approach and precise audience targeting, S2W Media ensured that Paycor connected with high-intent prospects who matched their ideal customer profile.

Through strategic content syndication, Paycor's message reached the right decision-makers at the right time, increasing engagement and driving more qualified leads into their sales pipeline. The partnership enabled Paycor to maximize the impact of their marketing efforts and improve conversion rates.

By delivering high-quality leads primed for meaningful conversations, S2W Media helped Paycor boost first-time appointment (FTA) rates and accelerate their path to new customer relationships.

## The Result

### 106% Increase in High-Quality Leads

S2W Media consistently delivered 106% more high-quality leads than the previous year, enabling Paycor to meet and exceed their quarterly targets.

This influx of leads provided Paycor with a robust pipeline of potential clients.

### 108% Increase in FTA Rates

Paycor experienced a 108% increase in first-time appointment (FTA) rates, directly impacting their sales pipeline and driving significant growth.

This increase in initial meetings allowed Paycor to engage with more prospects and convert them into customers.

### 65% Year-over-Year Revenue Growth

The partnership resulted in a staggering 65% year-over-year revenue growth, showcasing the transformative impact of S2W Media's strategies on Paycor's bottom line.

This growth was a testament to the effectiveness of the targeted lead-generation and optimization efforts.

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### A Valuable Partnership

*S2W Media has been a valuable partner in our marketing journey. They understand our business needs and tailor their strategies accordingly. Their dedication to delivering results has made a significant impact on our bottom line.*

Ashley Ferguson, Digital Marketing Strategist

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