



HighGround

/Demand Generation

HighGround creates effective and high-performing workplaces through its innovative employee engagement and performance management solutions. When the company needed to generate leads and increase brand awareness, it consolidated its PR and marketing program. Instead of working with multiple agencies, they turned to Walker Sands for an integrated marketing approach.

100%

Increase in conversion
rate

66%

Decrease in cost per
lead from paid search

50%

Decrease in cost per
lead from all channels



Strategy

When HighGround approached Walker Sands, the company used multiple agencies for PR and marketing. To eliminate communication problems and improve efficiency in their marketing program, they needed a proven agency capable of doing it all, from public relations to paid search.

Even more, HighGround needed an agency with a deep understanding of B2B tech – an integrated agency that could drive leads and significantly increase awareness in the quickly evolving HR technology space.

Execution

Walker Sands' in-house content team kicked off the engagement by identifying HighGround's key audiences and creating rich content that directly addressed the pain points of today's HR professionals. With a portfolio of content assets at their disposal, the demand gen team went to work, pushing the content to audiences through an array of digital marketing channels.

On the digital side of the engagement, paid search was an important component of Walker Sands' strategy for HighGround. Since the HR tech space tends to feature niche search terms, paid search enabled Walker Sands to avoid traffic from disqualified audiences and focus on specific HR pain points and solutions.

Walker Sands identified LinkedIn as an attractive channel for its paid digital efforts, based on the fact that the network is ready-made for talking to individuals in HR. By focusing on LinkedIn, Walker Sands was able to target the HR professionals and decision makers who were ideal candidates to act on HighGround's messages.

Additionally, the Walker Sands team upgraded HighGround's landing page templates for both paid and organic search to further improve conversion rates.

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Results

To date, Walker Sands has achieved several critical outcomes for HighGround, including:

- In nine months, Walker Sands' effort doubled HighGround's conversion rate, from 1.5% to 3%
- Cost per lead generated from paid search decreased 66%, during the same time period
- Cost per lead from all channels (including ad spend and Walker Sands management fee) dropped 50%

100%

Increase in conversion rate

66%

Decrease in cost per lead from paid search

50%

Decrease in cost per lead from all channels

3%

Doubled conversion rate

Walker Sands' work with HighGround is ongoing. Although we continue to work with HighGround to increase leads and conversion rates, our experience in HR tech and demand gen have proved invaluable in streamlining HighGround's marketing program and helping the company achieve measurable business improvement.

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