



CASE STUDY

HR Profiling Solutions



HR PROFILING SOLUTIONS

From a trickle of qualified leads to a flood – the HR Profiling Solutions story demonstrates the power of digital strategy based on data.

A company that helps other businesses get all that they can from their teams, HRPS recognised that they themselves needed a hand in **enhancing their online presence.**

Having been referred to Growth Partners, and having undertaken the DEP, the results were instant and incredible: **a 400% increase in qualified leads and 790% increase in visits from (organic) search engines.**

Background

A company's most valuable asset is its people.

This cliché is a cliché for a reason. By maximising its human capital a company will also go a long way to maximising profit, a fact that NZ-based HR Profiling Solutions has built their business around.

The team at HR Profiling Solutions helps businesses large and small to empower their people and help them be the best that they can be. The company believes that by allowing your team to work to its natural strengths, you'll create an engaged, motivated and far more productive workforce.

The company provides tailored solutions designed to enhance organisational performance, using the globally recognised FinxS and Extended DISC behavioural assessment tools to do so (and being the official New Zealand distributor for the latter).





Problem

While HR Profiling Solutions were realising success with their clients, they felt that their efforts to get their brand in front of relevant eyes were falling short.

“We had invested a lot of time and money over the course of five years, engaging with many different digital marketing agencies during that time, but realising little to no outcomes,” says Dayl Colson at HR Profiling Solutions. “We were getting quite frustrated with agencies who promised outcomes but didn’t follow through with results. We had struggled with a lack of leads through the website and poor organic search visibility.”

They were aware of the strength of their offering – they just needed to make others aware of it too. Jaded by marketing failure after marketing failure, the company was eventually referred to Growth Partners by a sales coach, who saw that HR Profiling Solutions had a need that Growth Partners could meet.

The Solution

Growth Partners understood that after engaging with a number of digital agencies and seeing little in terms of results, HR Profiling Solutions were looking for quick wins. And that's exactly what was delivered.

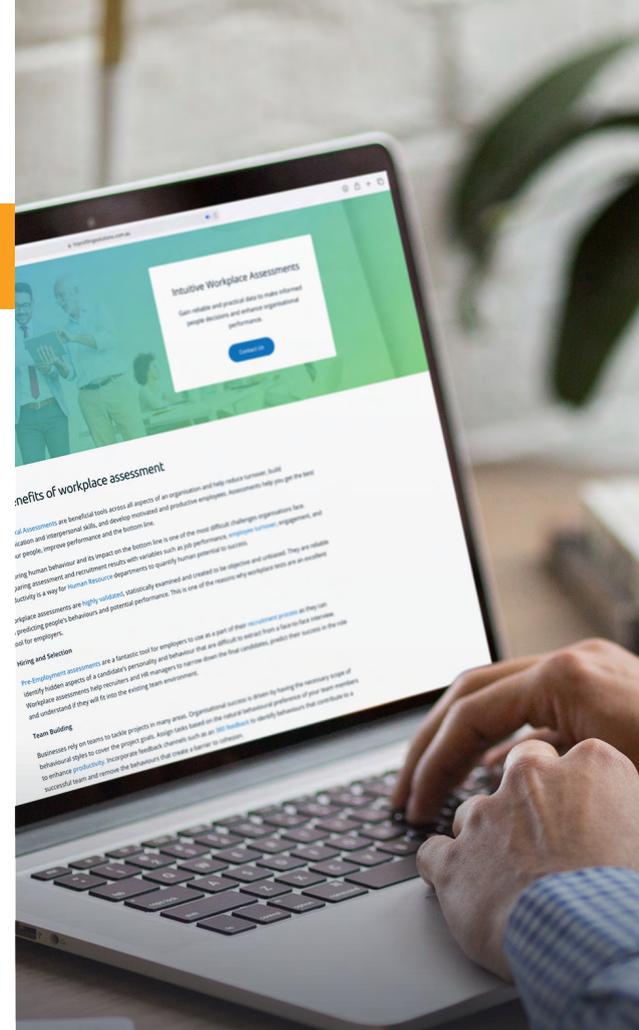
"They provided us with tremendous value from the get-go," confirms Dayl Colson. "We noticed a positive increase in the number of leads and visitors to our website almost instantly."

Growth Partners [Digital Enablement Programme](#) (DEP) formed the foundation of the effort. It revealed a wealth of opportunities for HR Profiling Solutions to do better – an almost overwhelming amount according to the team, which wasn't a bad problem to have.

"The DEP showed us just how much opportunity there was, and how much we were missing out on! It also gave us incredible insight into what our prospective customers search for, and how this could inform our content strategies."

While the initial focus was put on quick wins, Growth Partners also laid the foundation for long-term growth and success. The website strategy was built around visibility and conversion, with key messaging developed that would reach and convert the target market. Growth Partners also tracked how HR Profiling Solutions were performing against their competitors, and identified opportunities to get ahead.

Having never considered how data and science could inform their digital marketing strategy, Growth Partners helped the HRPS team become veritable data scientists, understanding the importance of data and how to draw meaningful insights from it.



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Dayl Colson

The Results

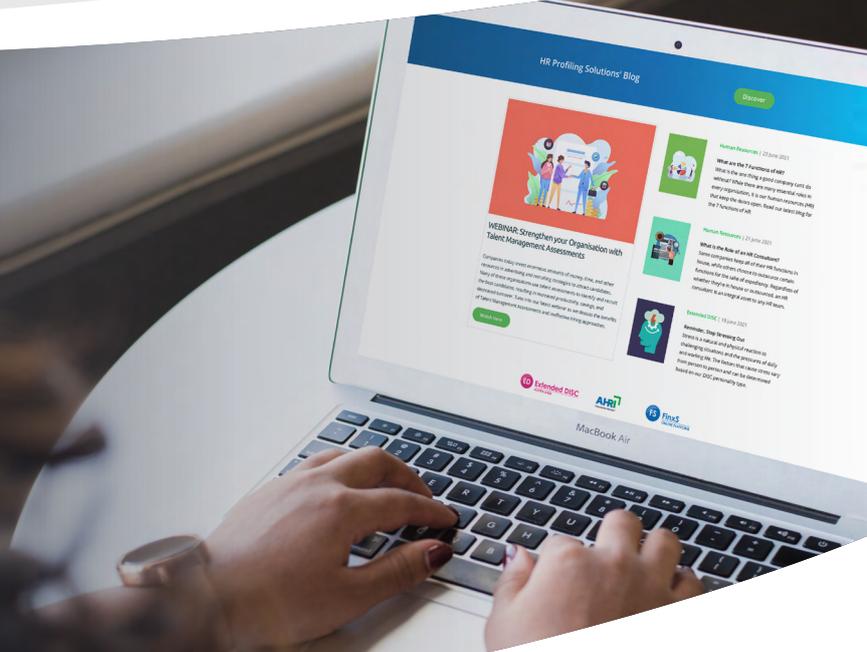
The results of Growth Partners' work were both instant and impressive.

"Prior to working with Growth Partners, leads from the website were almost non-existent. We would receive a handful every year. After focusing on our messaging, and putting huge effort into SEO, we noticed an almost immediate increase."

Across the 12 months of 2020, HR Profiling Solutions drew a total of 27 qualified leads through its website. The partnership with Growth Partners began at the end of 2020, and in the first six months of 2021, 55 qualified leads were brought in, paving the way for a **400% year-on-year increase**.

"The amount of leads continued to increase, to the point where our sales manager was overwhelmed, and we were able to employ another sales team member. Our leads are still increasing, and they're becoming even more qualified, having in many cases already passed through the awareness and consideration stages. This has hugely improved our lead time, and helped the sales team to quickly convert prospective buyers into valuable repeat clients."

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When asked about how the experience with Growth Partners compared to the experience they had with other digital agencies, HR Profiling Solutions is categorical. “Growth Partners really made an effort to educate us regarding strategy rather than simply providing a service. We cannot speak highly enough of Growth Partners, and we are beyond ecstatic with the growth we have experienced. We feel very privileged to work with the calibre of people in their team. Without a doubt we would recommend Growth Partners to anyone looking to improve their digital marketing strategies.”

The experience has left HR Profiling Solutions feeling incredibly positive about the future, in which they aim to continue to work with Growth Partners to build the strength of their online presence and digital marketing strategies.

In the end, this isn't just a great result for HR Profiling Solutions – it's a great result for every new client who has found the company, and who will now be getting more from their teams.

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At Growth Partners our Digital Enablement Programme has been designed to answer all your questions and more, helping empower your marketing team, whether internal or external, with the information they need to succeed.

By demonstrating how you can enhance your search strategy through both organic and paid means, we turn your website into a lead generation machine.

Ready to enhance your search strategy?



We're ready to help.

Book a 15-minute consultation with Growth Partners Director Steve Bambury today.

www.growthpartners.co.nz/book-a-meeting

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