

# UNDERSTANDING THE HR BUYER

190west has a passion for understanding the HR Buyer. We conduct extensive research around each client's individual targeted HR personas. We analyze the different needs, behaviors, and characteristics of every stakeholder. 190west tailors marketing plans to the findings and develops integrated strategies to engage the individual decision-makers in the process.

*Take a look at a sample of persona identification and trend analysis we use to customize marketing tactics.*

## the HR buyer at-a-glance

### HR PERSONA: The Gatekeeper

Your first buyer persona not only needs to be swayed, but also sought out. Tasked with researching new products and services, conducting initial evaluation, and creating a "short-list," this elusive person is practical, analytical, and most of all, overextended. With direct reports to oversee and executives to answer to, your gatekeeper relies heavily on peer reviews, online research, and anecdotal references.

#### Gatekeeper Hurdles

- Demonstrating Value
- Engaging & Accessible Content
- Lack of Interest in Project

### HR PERSONA: The Influencer

Once past the gatekeeper influencers can drive the process. Exploring capabilities that relate specifically to their jobs, these buyers could be in operations, client services, or any department that span shared services. It is important to identify these individuals, and speak to their individual pain points. These buyers are tactical and want to know about usability, service, support, and how your solution will make their life easier.

#### Influencer Pain-Points

- Reaching their Peers
- UX Design, Social, etc.
- Compliance

### HR PERSONA: The Financier

The final HR Buyer that you address is usually in the boardroom. At this stage, you've convinced the users of your ability but now you must finesse the message to appeal to the executive suite. Forecasting success, proving your ROI, and projecting the impact you'll have on their company are chief messages that need to be conveyed. The big picture should be backed by data and analysis that prove long-term value.

#### Challenges to Address

- ROI
- Keep Informed
- Strategic Alignment

## industry trends

### TOP BLOGS

- Blogging4Jobs
- About Human Resources
- Talent Culture
- Women of HR
- HRmorning

### TOP MEDIA

- Forbes
- Inc.
- The Huffington Post
- ERE Media
- SHRM

### TOP EVENTS

- HR Technology Conference & Expo
- SHRM Annual Conference & Expo
- NY HR Week Conference & Expo
- IHRIM Annual Conference
- ASHHRA Annual Conference & Expo

### TOP INFLUENTIAL BRANDS



# Responsive Campaigns that Reach the HR Buyer

## why must your strategy change?

First ask yourself: *do I even have a strategy in place?*

Old-school marketing uses a siloed approach to promoting products and services. However, one-off tactics and random reactive techniques won't work on today's HR Buyer.

The evolving role of Human Resources has led to a new position - one of rank, direction, and influence. HR has taken its seat in the board room and serves as a foundational pillar of a company.

Stake-holders are adapting principles, technology, and shared systems that impact an entire organization – from on-site employees to the mobile workforce. “Betty in Payroll” has reintroduced herself and solution providers need to recognize that the HR buyer is now more than a single person. They are multiple decision-makers including the C-level employees.

The HR Buyer has changed. So must your thinking, and your marketing.

## how do you differentiate yourself?

Everyone is saying the same thing but clearly nothing is getting though.

The #1 problem that solution providers have is difficulty communicating key differentiators. In saturated markets you must be unique and 190west helps you formulate, clarify, and get your message in front of the right people.

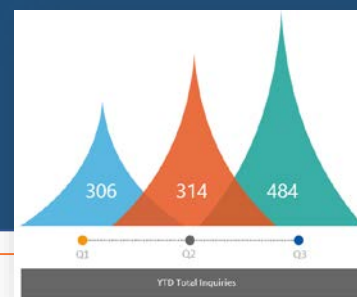
*Inviting websites | Crystal clear branding & messaging | Description of services & offering  
Management team with bios | Information based content | Testimonials & case studies  
Flash demos & screenshot tours | Pricing or Membership Options*

### Measuring Success – a 190west Client Profile

A national talent management software company located in the Northeast partnered with 190west over four years ago. In that time, we have increased SEO and paid search, provided content recommendations, and placement on paid social media channels which has led to increased conversions 94% year over year.

190west tracks and reports all conversions for clients. In this particular example, we see integrated strategies complementing one another with the following report:

- Product tours account for 82% of conversions
- Rest of conversions come from whitepapers, demo's, webinar replays
- Display advertising drove 33% of PPC conversion
- Organic search is also the top **assist** channel - Has assisted in 31% of conversions.
- 60% of visitors hit the website 1-3 times before converting



190west is fully engrained in the HCM industry - hosting informational panels, focus groups for vendors, webinars, and producing thought leadership pieces that resonate with solution providers. We partner with local and national organizations, sponsor events and expos, and have an advisory board of ranking members in the HR community. Being an integral part of this market offers the competitive edge clients need, and provides better insight into the HR Buyer.

