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CEO Campaign

SMB Sales & Marketing

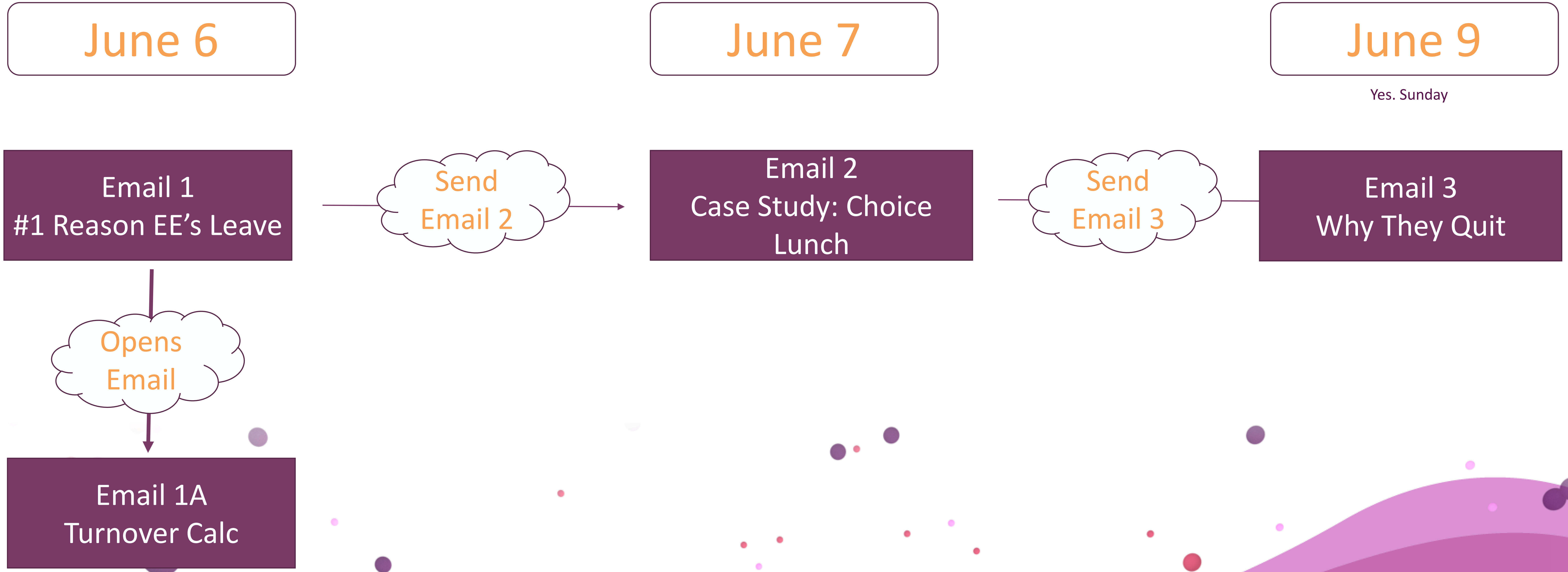
Campaign Overview

Persona: CEO

Theme: The High Cost of Turnover

Goal: In month sales and opp creation

Campaign Schedule



Key talking points

Reduce Turnover costs. The number one reason an employee leaves is for more money. If you can reduce unwanted turnover by just two employees, the PayScale platform will pay for itself [Note. the cost to replace an employee is 33% of their salary. To put it in dollars, it costs $15,000 to replace an employee earning $45,000 a year.]

Get your talent strategy right in H2. Labor shortages are impeding job growth, particularly at small companies, in a tight labor market it's hard to attract and retain talent.

Increase pay transparency. Show your employees that you put a lot of thought behind their compensation—how you hire, reward performance, and determine increases.

More engaged employees. Bringing underpaid employees to market sends message that you value them and their work.

Reduce Pay Equity risk. The fines for a small business getting pay equity wrong can reach into the six figures. When you pay fairly you can then attract the best talent to your organization and retaining those as well because they know that's something you are fully committed to. [Note. The price of PS is nowhere near the cost of a pay equity fine]

Quotes

“With PayScale, we can always have an eye on what the market is doing here. I can point to the data with confidence and know we’re competitive.” ***- Ken Taylor, CEO, Valley Cities Counseling***

“PayScale has allowed us to be more stable financially and more competent culturally.” - ***Andrew Meadows, SVP of HR, Brand + Culture,***

“PayScale is helping us more easily identify and monitor flight risks,” – ***Justin Gagnon, CEO Choice Lunch***

"We want to make sure we’re able to attract, grow, and retain the right people. How we compensate them is important.” - ***Tim Albers, CFO at Mission Produce***.

“The confidence to say, ‘this is what the market is paying for this job’ is really powerful.” - ***Michele Bourdon Keefe, BuzzBee CEO & Founder***

Email #1

Subject line: This is the #1 reason your employees quit

Hi {{First Name}},

A new study by PayScale shows that the number one reason an employee quits is for more money . And the cost to replace an employee is 33% of their salary. To put it in dollars, **it costs $15,000 to replace an employee** earning $45,000 a year.

At PayScale our compensation platform has helped over 5,000 small businesses:

- Build great teams
- Reduce their turnover costs
- Reduce pay/gender equity risk

To find out how much turnover is costing your business give me a call, send me an email or click here to schedule some time on my calendar.

{{Insert AEs Contact Info}}

Email #1A – Sent when Email #1 is Opened

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Hi Sir/Madam,

There are some who believe that turnover is simply a part of doing business. Yes, voluntarily or involuntarily, people leave jobs all the time so it can feel like turnover is inevitable. However, turnover has a cost.

"If you can't measure it, you can't manage it." - Peter Drucker

There's a cost to losing employees and understanding how it impacts your bottom line is important if you want to strategically manage turnover.

We created a Turnover Calculator to help you get a sense of your turnover costs.

Calculate Your Turnover Costs

If turnover is a challenge you're currently facing, ask your PayScale account executive to show you how our end-to-end compensation solution can help. The savings from managing turnover could easily pay for our solution. How's that for ROI?

Until next time,

Your friends at PayScale

Email #2

Hi Sir/Madam,

See how Choice Lunch CEO Justin Gagnon uses PayScale to attract and retain great employees.

His team was able to:

- Accurately benchmark a wide variety of positions in different job markets
- Drive conversations about compensation
- Confidently make pay decisions based on fresh data

Watch Video

Email #3

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Hi Sir/Madam,

The latest PayScale research takes a deep dive into why employees quit and what they are looking for in a new organization.

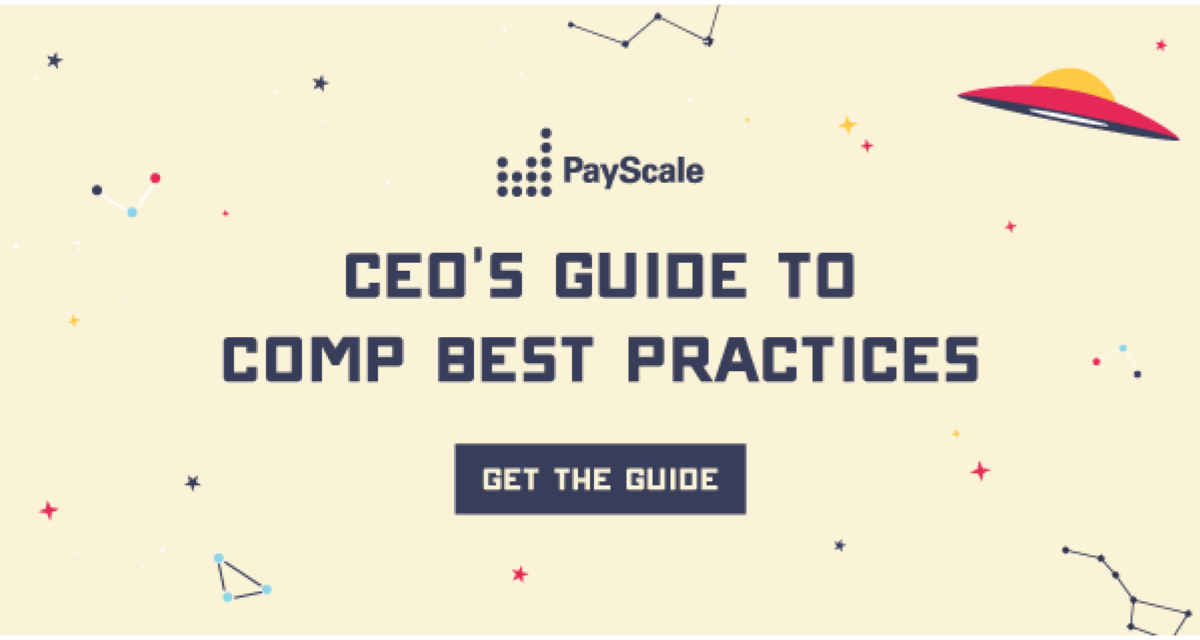
Read this whitepaper and learn:

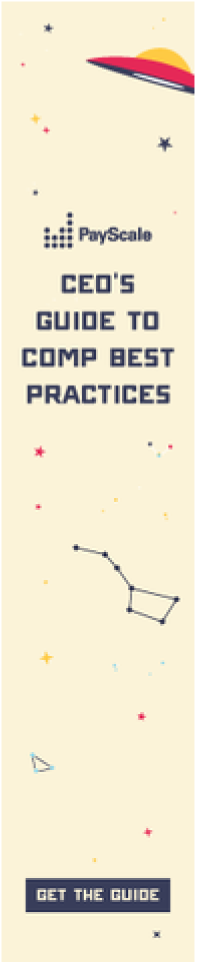
- The top 8 reasons employees quit
- How tenure impacts the likelihood of quitting
- 2 things you can do to attract and retain talent

Get the Whitepaper

Targeted Ads

We will be displaying ads targeted to the 23K on the email list using some our re-targeting technology





Notes and Results

This campaign was also repeated in July and August of 2019

Results after running the campaign for three months

- MQLs: 458
- Opps: 134
- Wins: 13
- Pipeline: $704,000
- TCV: $153,000
- MQL to Opp Rate was 17% better than average