CASE STUDY

Client: Kelly Services
Location: Troy, Michigan
Industry: Staffing and Recruiting

THE BIG STORY

Campaign Stars executed a turnkey multi-channel persona-based campaign across voice, email, and direct mail in a fraction of the time it traditionally takes Kelly Services while improving deliverability and engagement rates.

BENEFITS

Slashed email bounce-back rate by 6X.

Doubled email click-through rate.

Improved direct-dial connection rate by 5X.

Delivered high-quality, on-demand content assets like emails, landing pages, and direct mailers.

Established a robust and repeatable customer engagement strategy.
THE SOLUTION

PERSONA PACK
Laser-focused, granular understanding of key buyer personas.

STRATEGY PACK
Messaging refinement for multi-touch campaigns, made easy.

CONTACT DATA PACK
Detailed data on your target accounts, org charts, and contacts.

CONTENT PYRAMID
Strategy for generating more content faster with less cost.

CUSTOMER JOURNEY PACK: MESSAGING/EMAILS/LANDING PAGES
Rich, dynamic content that speaks to every moment of the buyer’s journey.

“The legwork Campaign Stars did absolutely created more resonant messaging for each persona...and propelled the sales cycle forward.”

— RANDALL LOTERO, SENIOR CONTENT CONSULTANT, KELLY SERVICES
THE CLIENT

Kelly Services, a Michigan-based staffing and recruiting firm, is a world leader in workforce solutions, providing temporary, temporary-to-hire, direct-hire, and outsourcing and consulting products to nearly all of the Fortune 100. The NASDAQ-listed firm has held a leadership position in temporary staffing for more than 70 years, and reported over $5.4 billion in revenue last year.

THE CHALLENGE

Kelly Services builds dream teams that help businesses prepare for long-term success. But when it came to establishing a repeatable framework for a constant cadence of customer engagement, Kelly needed a hero.

Bogged down by bottlenecks in its marketing automation software and grappling with bad contact data, Kelly struggled to get campaigns out the door with any regularity, and found it extremely difficult to consistently engage its prospects about its new product offering over a long sales cycle.

With best-in-class services but unable to reach its buyers, Kelly Services turned to Campaign Stars.

THE SOLUTION

Campaign Stars took the time to fully understand Kelly’s unique voice, industry perspective, value propositions, and goals for the quarter. Then, Campaign Stars hit the ground running.

First, Campaign Stars implemented our Strategy Pack and Persona Pack offerings, helping Kelly pinpoint critical aspects of its go-to-market strategy, including establishing its buyers’ responsibilities, pain points, relevant KPIs, and areas of need. We further worked with Kelly to improve its messaging focus, establishing an organized strategy that outlined clear goals, priorities, and the detailed engagement framework necessary to execute them.
“We needed better targeting, and a better way to approach and engage our targets,” says Randall Lotero, Senior Content Consultant for Kelly Services. “The legwork Campaign Stars did absolutely created more resonant messaging for each persona, and really brought a level of expertise to the campaign that showed us how to improve our approach.”

Then, Campaign Stars set about auditing and scrubbing Kelly’s contact lists. After an initial A/B-tested campaign showed identical results for both splits, the data experts at Campaign Stars suspected that a bad list – not bad content – was the culprit. Campaign Stars analyzed Kelly’s lists, and discovered that 57% of the contacts were inaccurate, incomplete, or mislabeled. So Campaign Stars executed our Data Pack, powered by sales intelligence leader DiscoverOrg, and delivered an accurate, up-to-date, and in-depth contact list, highly segmented by buyer persona and industry vertical.

“The immediate impact was astounding,” Lotero says. “They instantly slashed our email bounce-back rate by 6X, and more than doubled our click-through rate.”

With a rock-solid contact list and clearly established persona messaging, Campaign Stars then went to work creating emails, landing pages, and DRIP campaigns that engaged Kelly’s targets by highlighting its existing content assets. Always experimenting, Campaign Stars even created a physical mailer campaign that guided Kelly’s prospects to visit a custom URL and download featured, targeted assets. After witnessing the campaign outperform similar digital campaigns by more than 50%, Kelly seized on the newly-realized power of its physical channel.

“They provided us a new way to get in front of our customers and propel the sales cycle forward,” Lotero says. “We would have never even thought to test it.”
And thanks to Campaign Stars’ in-house team of marketing automation software experts, Kelly enjoyed the time and cost savings of receiving campaigns fully coded, loaded, and ready to deploy from within their Eloqua instance.

“It saved us so much time, not just in production but in campaign velocity,” explains Lotero. “With Campaign Stars we increased our frequency and mix of campaigns, engaging with our buyer more consistently. Our campaign launch timeline now never slows down.”

Today, Kelly Services’ new offering is burning up the market, and Kelly is enjoying the compounding benefits of a repeatable, constant engagement cadence.

That’s superstar recruitment, the Campaign Stars way.

Visit www.campaignstars.com to learn more.