

# CUSTOMER SUCCESS STORY



## Challenge

When I met with Mikki, the CEO of the new start up HR software company DiffuzeHR, we set about establishing a strategic marketing approach for the business. Like many businesses I work with, we had to "build the plane, while we were flying it", as getting traction in sales, as a start up, is critical. Balancing the short term needs with the longer term sales and marketing system, was a challenge that we faced over a tight 30 day period. As a software HR platform, DiffuzeHR is in a very competitive market place and so we had to be really strategic about our ideal target market and refine the value proposition to have a clear competitive advantage.

## Approach

Here's what we worked on:

- A SMP - strategic marketing plan that would set the direction for the business and identify the target market, value proposition and what needs to be done.
- A branding refresh - we worked with Design By Bird to develop the DiffuzeHR brand so it was always clear and consistent.
- We worked on a content plan with CP communications so that we could segment the communications and have a lead nurturing piece for sales to use for warm marketing leads.
- We revisited all the content on the web and engaged a copy writer - Sally Cameron to communicate the value proposition statement and key copy for the website.
- We worked on the key tools we needed to create an end to end sales and marketing system including implementing for lead nurturing and web content management.

## Result

DiffuzeHR now has a landing page that positions their value to the selected target markets (IT and Accounting firms 10-100 people). They have a brand identity that will be rolled out over the coming months with a style guide and communication elements.

We have developed some key content and a communication strategy to nurture leads for the business development managers including case studies, HR templates and tools and webinars.



## We delivered

- Marketing plan
- Digital Strategy
- Sales and Marketing system
- Outsourcing

## Quote from client:

Dan just gets the project and gets us as a business. She powers through the work and we have made so many improvements in a short space of time!

Mikki Silverman, CEO, DiffuzeHR