

PEO CASE STUDY:

PEO Leverages Thought Leadership and Lead Generation Resulting in Massive Business Growth

Questco drives new revenue and increases growth in organic traffic, website traffic, and blog viewership partnering with LeadG2.

About Questco

Questco is a nationally recognized Certified Professional Employer Organization (PEO) with 30 years of award-winning experience.

Over the years, Questco has distinguished itself by providing outstanding customer support, expertise, and the resources needed to help clients quickly reach higher levels of success.

At Questco, the goal is to provide value and expertise that supports the people they serve and demonstrate the commitment to their success each and every day. The company has designed a service approach that promises the greatest benefit to small and midsize businesses, and attracted an amazing, engaged group of people to deliver on that promise to clients.

Recognizing several opportunities and a need for bringing in external support to their already successful marketing team, Questco reached out to LeadG2 to get help with everything from inbound marketing, HubSpot implementation, campaign execution, sales enablement, and more.



Challenges Faced

01

WANTED TO GROW THOUGHT LEADERSHIP

Questco wanted to create thought leadership content to provide a more perceived authority and credibility in the PEO space.

02

NEEDED TO DRIVE MORE LEAD GENERATION THROUGH WEBSITE

To make the most of its website, Questco wanted to develop ways to engage its audience and generate a steady flow of leads. As well as integrating their website fully with marketing automation tools.

03

DESIRED A RESOURCE CENTER WITH EDUCATIONAL CONTENT

Knowing that it takes multiple touchpoints to close a sale, Questco wanted to establish a resource center for salespeople to help shorten the sales cycle, and continue to provide valuable resources to businesses in their market.

03

WANTED A KNOWLEDGEABLE MARKETING PARTNER

Questco was searching for a company that could be a true extension of its team. A company that could share ideas and optimize current thinking and bring true expertise in specific areas to help expand their knowledge and ROI.

How LeadG2 Became a True Extension of the Questco Brand

Questco turned to LeadG2 to help broaden its reach to new clients, new markets, and new geography.

With a highly trained and experienced team, Questco wanted to use its thought leadership as a marketing strategy to provide value to businesses, increase awareness, generate more leads, boost engagement online, and shorten the sales cycle.

Through services like blogging, tailored marketing campaigns, video production, and sales enablement tools, LeadG2 effectively helped Questco address their challenges.

“Working with LeadG2 has created shorter sales cycles around here. Our audience is not only getting better acquainted with Questco, but we have an extensive amount of content that’s being pushed out to the market that we can reference. Prior to LeadG2, we were rushed, and I was leveraging internal resources to get a piece of content created. It’s nice to have a library to pull from.”

Derek Carlstorm — Vice President, Sales Growth

“At the point in which we started to work with LeadG2, we were at a really exciting time for the business. We were looking to broaden our reach to new clients, new markets, new geographies. We had a lot of opportunity but not all of the marketing assets that we needed to be maximally successful in our outreach and in our marketing and LeadG2 was able to help with that.”

Jason Randall — CEO

The Steps LeadG2 Took

- LeadG2 conducted audits to find out where Questco could really fit into the marketplace to help solidify its unique tone and style.
- LeadG2 implemented planning and execution of marketing campaigns including, webinars, book promotions, and cold prospect list campaigns.
- LeadG2 created a resource center and began creating helpful and educational eBooks for prospects and customers alike to download, as well as resources to guide sellers through every stage of the buyer's journey.
- Three different client case study videos were produced and published.
- A content strategy was put into place, and LeadG2 began blogging 3-5 times per month on topics they knew Questco's target audience were looking for.

RESULTS

From January 2020 - February 2022, Questco has seen an **+77%** growth in organic traffic, **+65%** in website traffic, and **93%** blog viewership.



93% growth in blog viewership in 2 years

Start of Year 1: **109 blog views**
End of Year 2: **1,478 blog views**



65% growth in website traffic in 2 years

Start of Year 1: **5,765 website traffic**
End of Year 2: **16,323 website traffic**



337 employees sold so far
(11 businesses)



375 sales and marketing qualified leads generated



77% organic traffic growth in 2 years

Start of Year 1: **2,059 organic traffic**
End of Year 2: **8,818 organic traffic**



Now ranking for **37**
(non-branded keywords)
on page #1 of search results



151

blog posts published



6

written case studies



17

eBooks/one-sheets created



3

video case studies created