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# SPEAK LOUD

.....**SMALL BUDGET**

*Marketing Secrets You Can Afford*



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# Fourth Annual Marketing Excellence Luncheon

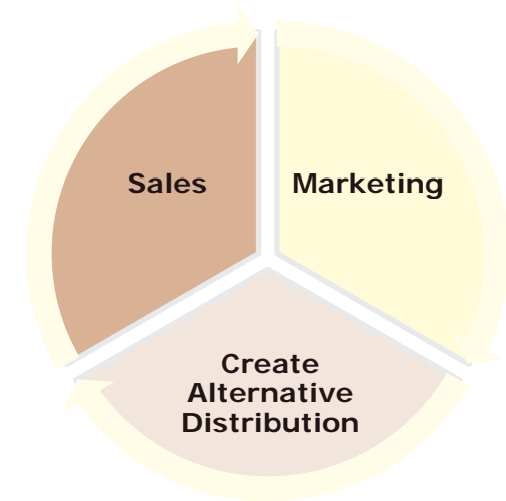


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# Moving Beyond Referrals: Secrets for Marketing Effectiveness

- **Goal:** Minimize the “Risk and Spend” of marketing and sales dollars.
- **Strategies to Deploy:**
  - Create a Profiled Prospective Buyer Pool “PBP”.
  - Identify the lowest cost qualified lead.
  - Create a portfolio of new customer lead sources.
  - Maximize sales productivity (never put a salesperson face-to-face with a prospect with less than a 40% probability of creating a new customer).
- **Outcomes Created:**
  1. Profiled Marketing Asset,
  2. Probability of Success Increase,
  3. Productivity Increased, and
  4. Predictability of Results.





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<b>Cost Effective Source of Clients aka "PBP – Prospective Buyer's Pool"</b>	<b>Cost-Per-Lead</b>	<b>Close Rate</b>
<b>#1: Customer Referrals</b>	NA	33%
<b>#2 Event Seminar</b>	\$400	14%
<b>#3 Inside Sales</b>	\$493	10%
<b>#4 Telemarketing</b>	\$233	8%
<b>#5 Networking</b>	\$75	3%
<b>#6 Online Marketing (Paid Search)</b>	\$143	4%
<b>#7 Webinar</b>	\$400	4%
<b>#8 Direct Marketing</b>	\$250	2%
<b>#9 Trade Show Conference</b>	\$500	2%

*Source: Ephor research data.*

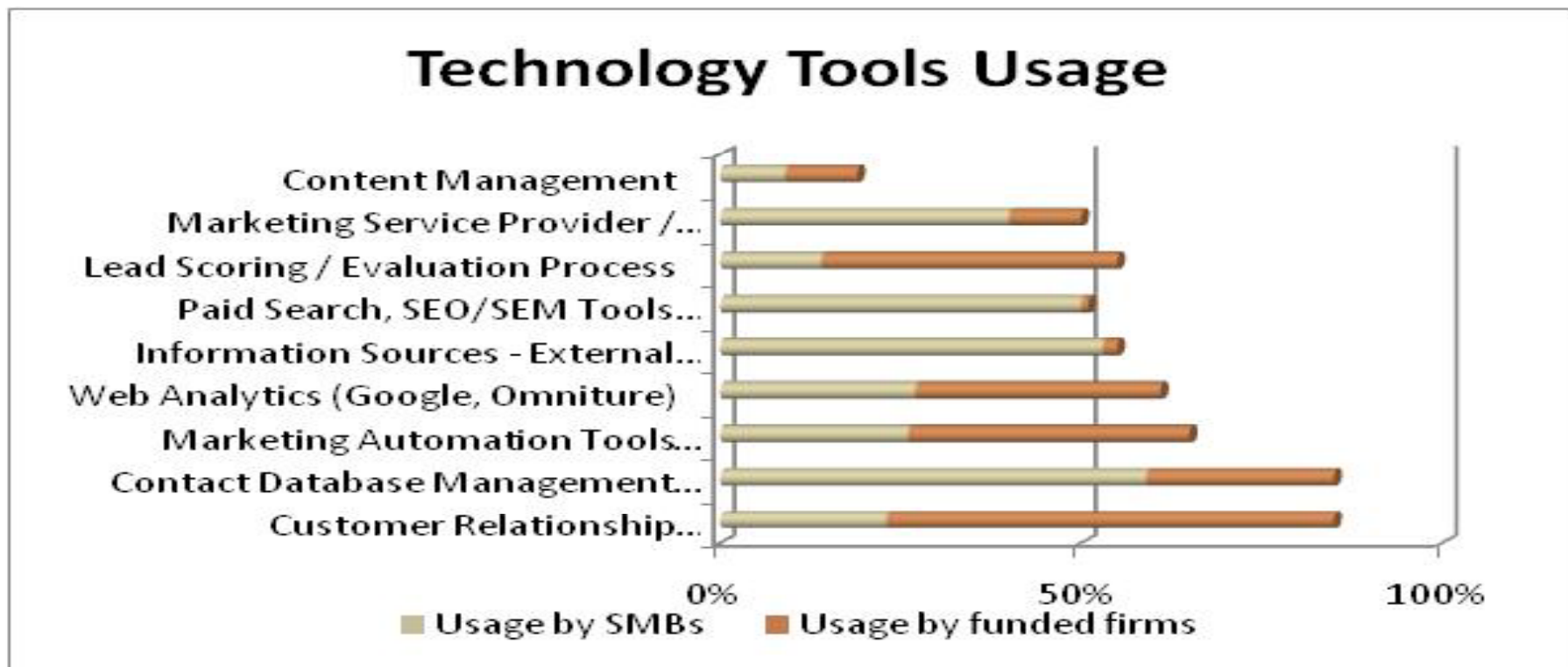
## Creating Alternative Distribution

Ecommerce	Remote Sales	Direct Sales	Third Party Agent	Value Added Reseller (VAR)	Indep. Software Vendors (ISV)	Vertical Providers / Integrators (VI)	Systems Integrators (SI)	Outsourcers	Technology Providers	Consultants, Analyst
	Sales Force			Partners						

1. **Step One: Identify partners and channels that have the same profiled buyer.**
2. **Step Two: Create Strategic Alliances with a select few.**



## Technology Utilization



- The majority of funded firms outsource to save time, reduce costs and improve performance.

# Promote Raving Fans: Collapsing Buy Time

- A “Raving Fan” is a paying customer that will give you a positive reference.
- You need a minimum of 30 active Raving Fans.
- Three Example Tactics:

## 1. Testimonials

### HRmarketer Testimonials

#### A Few Words From Our Customers...

Nearly 100% of HR Marketer customers renew their membership each year. Here are some reasons why:

"HRMarketer.com has proven to be a terrific tool in identifying promotional and editorial opportunities. When you add the capability to evaluate those opportunities through the eyes of industry peers via the HRMarketer Community you have an invaluable resource that frankly I couldn't live without. HRMarketer.com has saved me countless hours of research allowing me to focus on execution and driving bottom line results." - Jason Kapler, Marketing Associate, Employees

"HRMarketer.com has taken a giant leap forward with their new Community portal that serves as an interactive buyer guide for both HR buyers and the HR vendor communities. The HRMarketer.com Community is a high visibility website for us at Anderson-davis, Inc. and our new suite of products and training services. We anticipate an increase in traffic and sales opportunities from HR decision makers that we haven't yet reached." - Debra Barr, VP of Sales, Anderson-davis, Inc.

"We always did a good job of marketing nowHR's applicant tracking systems, but it was the HRmarketer Services Group that put us on the HR marketplace map. Since we've been working with HRmarketer, our visibility and lead generation has increased dramatically and we're thrilled. Each month we focus on a new marketing/PR activities and generate quality white papers and other content that help our prospects manage their workforce and grow their bottom lines. And no matter the state of the economy, you've got to keep your marketing machine humming along or your competition will run you over!" - Joseph Impastato, President, nowHR

"The reaction from my marketing and PR team to HRmarketer has been extremely positive. You've really created a valuable resource to help HR suppliers get media visibility, plan for events and find marketing opportunities." - Karol Rope, Chief Marketing Officer, PlexPath

"It's such a pleasure using HRmarketer.com. Their online service has been invaluable to our marketing and PR efforts. There are very few organizations I have ever worked with that offer the level of responsiveness and customer service that the HRmarketer team does." - Cindy Danielson, Marketing Manager, QHR Software Inc.

"HRmarketer is a very solid product. After sending out only a handful of press releases through HRmarketer, our Media placements have increased significantly, and our peers have taken notice. I'm a fan!" - Mike Cuvillo, Manager, Marketing & Media

Send Item - Microsoft... RE: Perquest Paper... HR Marketer Testimo... ICA

## 2. Webinar/Seminar

Sign Up Now  
For The Webinar!

Date: September 23  
Time: 11 AM Pacific  
Scheduled Speakers:

Guest Speakers:  
Guest and Emcee:  
Moderator: JEFFREY HARRISON  
of HRmarketer.com



[www.ephorgroup.com](http://www.ephorgroup.com)

## 3. Case Studies

### HRmarketer Case Studies

#### A Look At How We've Helped Our Customers

Even the most skilled marketers need help finding the resources necessary for effective marketing and PR planning. Find out how these HR suppliers use HRmarketer to save time and money while increasing the effectiveness of their marketing and PR activities.



#### QHR Software, Inc. ([www.qhrsoftware.com](http://www.qhrsoftware.com))

QHR Software Inc. has been in business since 1997 and is owned by QHR Technologies, headquartered in British Columbia, Canada. The company develops, implements and supports Quadrant HR™, an integrated HRMS/HRIS software solution. Quadrant HR is a software solution integrating best practices for Human Resources, Staff Scheduling and Payroll into a single system. Quadrant HR is designed to improve employee processes from 'hire to retire' for simple to complex workplaces.



Download



#### Marketing and PR Success: Axiome Sourcing

#### Axiome Sourcing ([www.axiomesourcing.com](http://www.axiomesourcing.com))

Founded in 2004, Axiome Sourcing helps companies reduce costs, enforce policies and minimize risks associated with sourcing and managing global contingent labor and third-party services. Axiome's Resource Management System (ARMS) suite, enables governance through technology to improve business agility and operational performance.



Download



#### Marketing and PR Success: Leade Health

#### Leade Health ([www.leadehealth.com](http://www.leadehealth.com))

Leade Health helps organizations decrease medical costs and increase productivity by supporting individuals in changing behavior. This is achieved by assessing and triaging high-risk individuals into highly personalized health coaching programs. They focus on tobacco cessation, weight/obesity management, stress reduction and cardiovascular health. Founded in 1999, Leade Health is successful in...



# Become Branded as a Thought-Leader

## ■ Be Found:

- Social Media: LinkedIn , Online Profiles, Directories
- Speaking at events online and offline
- Invest your time in writing articles to establish yourself as an expert
- Search-Optimized Press Releases

## ■ Free Publicity:

- Create byline articles
- Serve as a thought-leader commenter for magazines and media sources
- Provide compelling, educational, and relevant content for free

## Speaking Event:



## Internet Release:

THURSDAY, FEBRUARY 21, 2008

### Ephor Group Provides Growth Equity Financing and Management Services to Provide HR Services to Small Business

Ephor Group Provides Growth Equity Financing and Management Services to Provide HR Services to Small Business

HOUSTON, TX (February 2008) □ Ephor Group, a provider of management services to BPO/HRO and outsourcing technology and service providers, announced the closing of \$2.5 M Series A growth financing for Achilles Group, a provider of outsourced HR services focused on providing Fortune 500 HR expertise to small businesses, to expand services and locations across the U.S..

Achilles Group delivers HR services that align with client's goals of improving manager and employee performance and mitigating employee related risks for more than 17,000 client employees located across 30 states. Typically, small businesses have the HR

## Research Offers:



## eNews:

solving the value equation **EPHOR GROUP**

**Download report: "Five Ways Ephor Grows Your Business"**

Most firms over rely on the founders and referrals for new business and as they grow need scale and process efficiencies to avoid preventable growing pains. This report discusses five strategic methods for growing a scalable business.

**Wealth creation will not stem from 25 percent annual growth.**

Most executives have a strong desire for immediate fixes vs. positioning the business for long-term value. Underperforming employees are often "sentimental."

**Inherent Challenges:**

- Nature of the customer requires "high touch management"
- Customer acquisition costs are excessive (above 20 percent)
- External factors and macro-economics drive the competitive environment
- Profitability is generally driven by

## Webinar:

EPHOR GROUP

>Welcome!

**Risk Management's Role in Improving Portfolio Performance**

Today's Agenda:

1. Do you know if your investment portfolio is truly effectively managed?
2. How do you identify portfolio companies under performing to the investment? Why?
3. Why risk management needs to be a top priority
4. How to identify high performing (Quality) companies and underperforming (Risk) companies
5. Identifying the business strategy
6. Measuring the success of "Risk Management" of your portfolio.

## Increasing Probability of New Client Success

### ■ Lead-to-New-Client Conversion Rates

Lead Conversion Rates	Avg. Small Business Rate	Best Practice Small Business Rate	Ephor Small Business Rate
Inquiries to Profiled Leads	12%	17%	33%
Profiled Lead to Qualified Buyer	34%	40%	50%
Qualified Buyer to New Client Within Avg. Sales Cycle Time	16%	20%	25%

*\*Avg. SMB and Best Practices SMB data from 2007 Marketing Sherpa report.*

*\*\*Ephor Small Businesses have dedicated marketing and sales resources.*

## Final Thought

### **“Follow the “Yellow Brick Road”:**

- ✓ Right Profiled Client
- ✓ Right People
- ✓ Right Productivity Levels
- ✓ Right Probabilities of Success
- ✓ Right Time
- ✓ Right Results