Accelerating Growth For A SaaS-Based HR Tech Company– WorkWise

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CLIENT BACKGROUND

WorkWise, a fast-growing HR Tech SaaS company, provides AI-powered employee engagement and performance management solutions. Despite a strong product, they struggled to enhance its inbound and outbound lead generation to acquire more mid-sized and enterprise clients (500-1000 employees).

Company:	Industry:	Client Size:
WorkWise	SaaS (HR Tech)	600 Employees

Location: United States

Target Audience: HR Heads, CHROs, Talent Acquisition Leaders, and Operations Managers

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Challenges Faced

Low Inbound Lead Volume: Organic traffic was weak, and WorkWise struggled to generate consistent high-quality leads.

Ineffective Outbound Sales Strategy: Their SDRs faced difficulties in breaking into new markets, leading to low appointment rates.

Poor Market Positioning: Competing against HR giants like BambooHR and Workday was tough. WorkWise needed a differentiated approach.

Lengthy Sales Cycle: HR Tech solutions typically require extensive approvals, leading to slow deal closures.

High Customer Acquisition Cost (CAC): Paid ads and LinkedIn outreach were expensive, reducing overall profitability.

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Solution Provided By Neodrafts

To Tackle These Issues, Neodrafts Crafted A Multi-Layered Demand And Lead Generation Strategy.

Content-Led Inbound Strategy:
- Curated high-value HR industry reports and employee retention playbooks to position WorkWise as an HR thought leader.
- SEO-optimized blog articles and LinkedIn posts targeted HR leaders' key pain points.

Appointment Setting & SDR Enablement:
- Implemented AI-powered lead scoring to prioritize high-intent prospects.
- Trained SDRs to overcome sales team re-engaging decision-makers.
- Effectively via social selling and email cadences.

Webinars & Virtual HR Events:
- Organized expert roundtables featuring HR influencers, increasing engagement.
- Used exclusive event access as a lead magnet for WorkWise's target audience.

Account-Based Marketing (ABM) For Targeted Outreach:
- Segmented the Ideal Customer Profile (ICP) by company size, industry, and tech stack compatibility.
- Personalized email and LinkedIn drip campaigns with hyper-relevant messaging for each segment.

Strategic LinkedIn Ads & Retargeting:
- Launched precise LinkedIn Ads targeting CHROs and HR Managers based on engagement behavior.
- Set up multi-touch retargeting to nurture colder leads into warm prospects.

Performance-Based Optimization & Data-Driven Decisions:
- Weekly A/B testing for emails, ads, and landing pages to optimize conversions.
- Real-time analytics tracking to refine outreach strategies.

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Implementation Process

To Tackle These Issues, Neodrafts Crafted A Multi-Layered Demand And Lead Generation Strategy.

1. ICP & Buyer Persona Development
- Identified high-potential industries: **Tech, Retail, And Healthcare**
- Focused on key decision-makers: **HR Directors, Talent Acquisition Heads, And CHROs.**

2. Strategic Content Syndication & PR
- Placed HR-focused insights on leading industry platforms (HR Daily Advisor, SHRM, etc.).

3. Hyper-Personalized Engagement
- Segmented leads based on hiring needs, automation readiness, and HR pain points.

4. Webinar & Event Funnel
- Hosted **"Future Of Work"** virtual panel discussions featuring top HR leaders.

5. Continuous Lead Optimization & Refinement
- Analyzed conversion data to eliminate unqualified leads and refine outreach.

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Results & Impact

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1,050+
Marketing Qualified Leads (MQLs) Generated In 5 Months.

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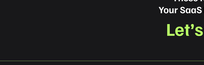
37% Increase
In Demo Requests Through ABM And Content Marketing.



30% Reduction
In Customer Acquisition Cost (CAC) By Optimizing Ad Spend.

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85+
High-Intent Sales Appointments Booked With CHROs And HR Heads.

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Brand Awareness
Increased By 55%
Through Thought Leadership Content.

Sales Cycle
Reduced By 18%,
Accelerating Revenue Generation.

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Conclusion

With Neodrafts' data-driven demand generation, targeted ABM outreach, and strategic inbound marketing, WorkWise successfully scaled its sales pipeline, increased brand authority, and improved lead quality.

Want To Replicate
These Results For Your SaaS Business?
Let's Talk!