



CASE STUDY

Bear Staffing: Building Relationships, Brand Transformation, & Growing Business

Bear Staffing followed Parqa's proven process for evolving brands for success, striking a deep working relationship of trust and cooperation to boost their business.



Introduction

One of the most frequently heard statements from Parqa's potential clients is, "We need new leads in the door." And we get it - as the lifeblood of a staffing and recruiting business, the need for leads is real. That is why many marketing agencies might take those marching orders from their clients without question.

Many agencies are happy to merely get paid to run a PPC campaign without taking ownership for where they're sending the clicks - even if all those leads would fizzle once they landed on an old, clunky and unhelpful website. But that's not how Parqa operates.

The cool story between our partnership with Bear Staffing and the success they're seeing today goes a long way to prove that when you do things in the right order, with the long-term goal in mind, you'll get far better results - and have more fun doing it, too.

The Challenge

Initially, Bear Staffing found us by following Parqa's reputation for building and growing brands. They were tired of stagnant new business generation and were ready for a change. At the time, Bear had a business that was ripe for growth with their proven recruiting model and their market reputation. They were eager for a marketing strategy that could take them to the next level.

The First Year: Investment

From the beginning, we were honest and transparent with them: The first year of our partnership would be highly focused working on the brand, updating their website, and creating a ton of content to build their online credibility and demonstrate thought leadership.

Together, we bought into Parqa's proven process of executing at a high level to build the brand credibility and online visibility. We were laying the groundwork with the idea that results would follow. Once we began lead generation efforts like a PPC campaign, those leads would find Bear's online presence to be strong and reputable, showing the credibility of the company. When leads clicked-through, they'd land on a website that was consistent with the brand and was easy to understand and navigate. In short, they'd convert at a higher rate because there was a complete brand experience, followed through with the right look, the right message, and the right UX.

At the end of the first year is when things started to change for Bear's business.

The Strategy

That first year, Bear had spent the most amount of money for the least amount of results. But this set them up to get the most results for the least amount of money for the next two years of our partnership. And, by all measures, the results continue to increase.

With Bear's lead generation campaigns humming away, they decided to reallocate their resources away from their sales team and double-down with that capital into even greater online lead generation efforts - a strategy that continued to prove even more fruitful.

By then, we'd developed such a trusting partnership with Gary Johnson, Bear's Co-Founder and Vice President, he has routinely asked Parqa's Jeremy Delgado and Jared Hummel to consult with other vendors as a Bear representative, helping to work through new ideas and concepts. Parqa even helped Gary in interviewing internal marketers to join the Bear team.

On the Parqa side, Gary has been asked to guest speak with Jared on multiple occasions. Gary is also a referral partner for some of Parqa's larger potential clients and has helped us close several large deals as we continue to bring on larger and more strategic clients.

The Whole Plan

Here is just a short list of some top services we've provided our partners at Bear:



Developing Bear's brand and brand credibility.



Advising edits/rework of the Bear website to increase CRO by adding clear CTA's and organizing the site features to optimize navigation and UX friendliness.



Create services webpages and 12 pages for separate staffing locations integrated with individual Google My Business profiles per location to increase local ranking and search results.



Content creation to illustrate Bear's distinctive solutions for the common pain points of high-volume staffing.



Leverage paid and organic social media marketing to broadcast their ebook & blog posts to focused demographics within their targeted locations.

The Results

Bear Staffing found in Parqa a marketing partner who could first develop their brand and online presence, then work closely with them on more effective lead-generating campaigns to take their business to the next level and make them a staffing powerhouse in each of their markets.

One of the things we love most about partnering with Bear is that their results continue to roll in, thanks to our proven process of laying the groundwork before chasing down the leads. With minor adjustments, and the occasional tweak to their PPC spend, Bear is projected to enjoy consistent growth and a measurable ROI.

From the outset, our solutions for Bear set us on a different trajectory. They trusted us with a deeper, more long-term working relationship than just "getting leads." And this has been the secret to our mutual success ever since.

NEED HELP WITH YOUR ONLINE VISIBILITY?

No matter what problems or challenges are facing your firm's branding, marketing or sales efforts, our team at Parqa can identify them with you, create strategic solutions to remedy them, and give you the chance to compete at the highest level in the online marketplace. Get in touch with us today to learn how we can design the right solution for you and grow your online visibility and get more leads.

Contact Us



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