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HR Buyer Trends Insights and Benchmarks

HR Marketing Matters

Las Vegas 2018

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Maren Hogan is a seasoned marketer, writer and business builder in the HR and Recruiting industry. Founder and CEO of Red Branch Media, an agency offering marketing strategy and outsourcing and thought leadership to HR and Recruiting Technology and Services organizations internationally, Hogan is a consistent advocate of next generation marketing techniques. She has built successful online communities, deployed brand strategies and been a thought leader in the global recruitment and talent space. You can read more of her work on Forbes, Business Insider, Entrepreneur, and on the Red Branch Media blog.

Research Objectives

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1. Provide Buyers With Benchmarks From HR Colleagues
2. Improve Vendor/Supplier Understanding of Buyers Marketing Preferences
3. Inform Vendors/Suppliers of Upcoming Buyer Needs for Solutions

HR Supplier Market

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30 Billion USD Globally by 2025

10 CACG

Buyers of HR Solutions

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292

Buyers of HR Solutions

Crosses Multiple Industries, HR Functions and Company Sizes

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Marketing Preferences

Beginning the Buying Process (Top Two Choices)

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Search engine	60%
Ask a peer	49%
Talk to vendors at conferences and events	37%
Consult with an analyst	18%
Social Media	11%
Other	10%
Ask a trusted online "influencer"	7%

Balance: Human Interaction vs. Technology

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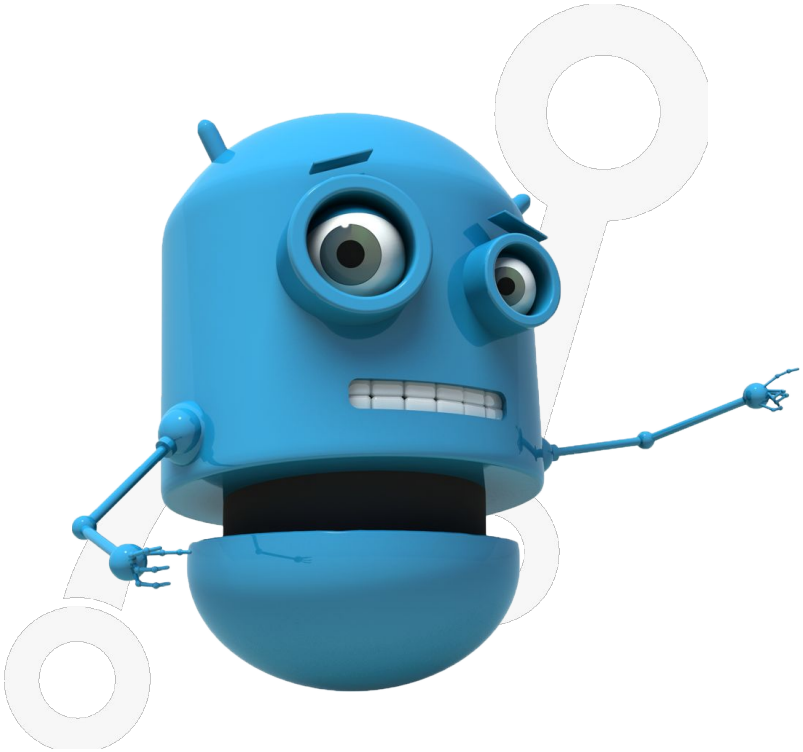
178

234



Factors Impacting Purchase Decisions (% very important)

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	Very Important	Somewhat Important	Not Important
Brand reputation	65%	33%	2%
Product review/rating sites	61%	38%	1%
Vendor Rapport	61%	33%	6%
Peer Opinions	60%	36%	4%
Analyst/Influencer Opinions	43%	51%	6%
Industry Competitor Use	35%	55%	11%
Vendor Media Coverage	8%	46%	45%

Impact of Gated Content

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Less Likely to Access **58%**

Neutral **25%**

More Likely to Access **17%**

Impact of Gated Content

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MediaPost News Events Awards Members More

Email INSIDER

COMMENTARY

Study: Brands Are Turning Away From Gated Content And Web Forms

by Ray Schultz , Columnist, Yesterday

SaaS providers have discovered something that other marketers might want to consider -- that gated content no longer works. Nor do web sign-up forms, according to Sales and Marketing Lessons From The Top 100 SAAS Companies of 2018, a study by Drift.

Of the privately held Cloud 100 firms studied, only 27 now use gated content, down from 31 last year. At the same time, 32 are utilizing conversational marketing to connect with leads, versus 15 who did so in 2017.

That group is part of what Drift calls the #NoForms movement.

The report states that SaaS sales and marketing teams have historically followed the same playlist for capturing and qualifying leads:

Step 1: Get people to fill out lead capture forms on your website.

Step 2: Follow up with those leads later via phone or email.

This process no longer works because it's not fast enough. Yet 79% still use lead capture forms to begin sales conversations, and the number of mandatory fields has increased from six last year to seven in 2018.

Less Likely to Access	58%
Neutral	25%
More Likely to Access	17%

Accessing HR Information: Frequency

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	Daily / Weekly	Monthly	Semi-annually / Rarely	Never
Search engine	72%	18%	8%	3%
Websites/blogs	52%	27%	18%	2%
Social media	41%	16%	32%	12%
Webinars	26%	47%	24%	3%
Research Reports	25%	38%	33%	4%
Videos	16%	28%	45%	11%
Trade Magazines	12%	44%	32%	12%
Podcasts	7%	19%	46%	28%
Conferences	4%	11%	77%	8%

Accessing HR Information: Frequency

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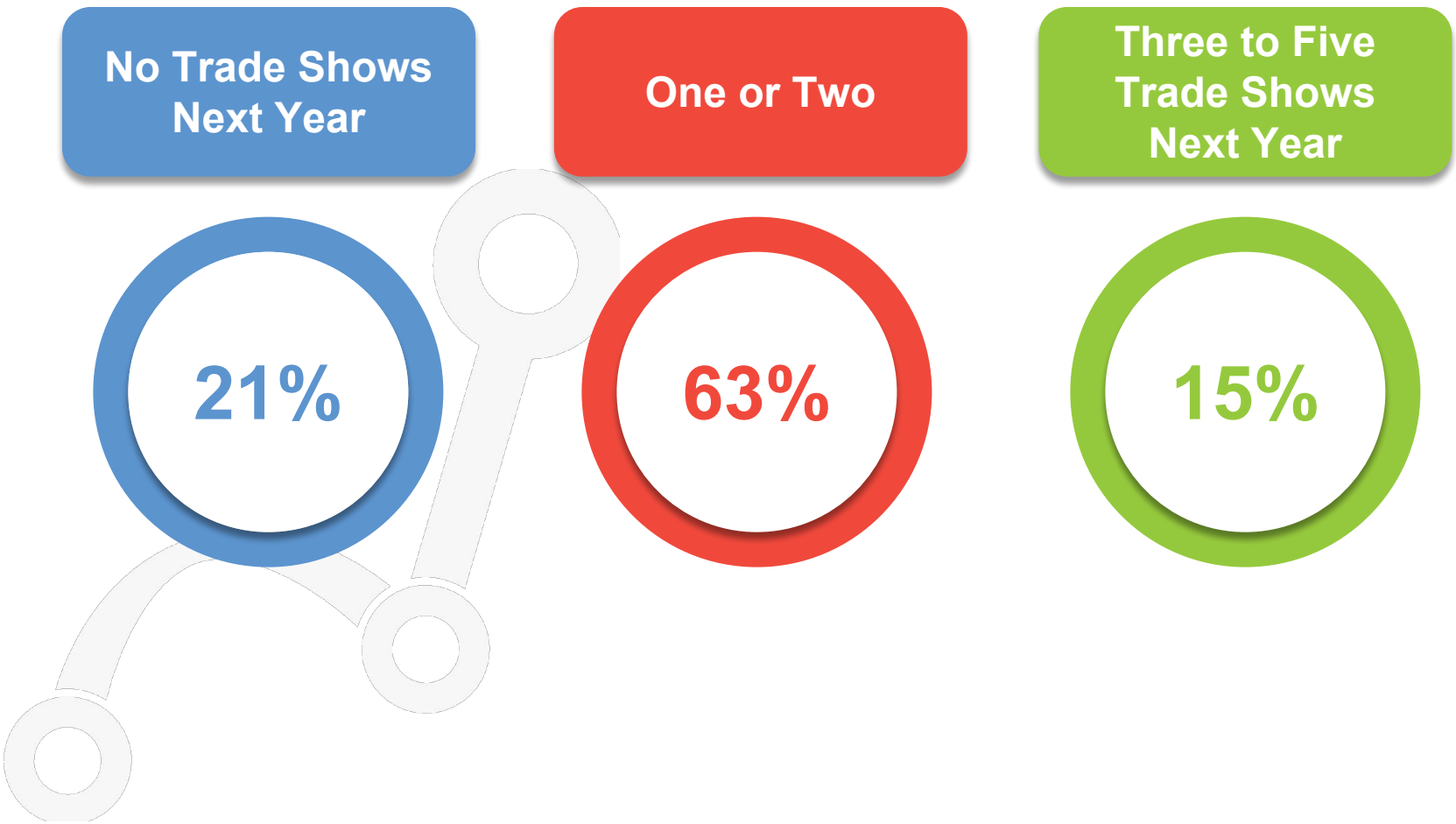
	Daily / Weekly	Monthly	Rarely	Never
LinkedIn	60%	17%	17%	6%
Facebook	24%	11%	30%	35%
Youtube	21%	18%	31%	31%
Twitter	13%	10%	18%	60%
Instagram	8%	4%	17%	70%
Snapchat	2%	1%	13%	83%


No Trade Shows Next Year
21%
One or Two
63%
Three to Five Trade Shows Next Year
15%

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Buying Trends

HR System Status: No Use/Not Applicable

	No Use / Not Applicable
Wellness	24%
Talent Management	22%
Rewards and Recognition	22%
Talent Acquisition	20%
HRIS/HRMS	19%
Performance Management	16%
Payroll	8%

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Expected Changes

	Add	Replace	Modify	Keep the same
Wellness	15%	1%	20%	39%
Talent Management	10%	6%	17%	45%
Rewards and Recognition	12%	3%	20%	43%
Talent Acquisition	8%	8%	18%	46%
HRIS/HRMS	7%	11%	15%	49%
Performance Management	11%	11%	22%	41%
Payroll	2%	11%	11%	68%

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