



Education, education, education... the key to qualified leads

Title: Dataplan Corporate Brochure

Challenge: Dataplan provide outsourced payroll services to businesses and the public sector. They have rapidly grown over the last three years and have recently won the IPP Payroll Outsourcer of the Year for 2008. Kinetic have been providing marketing strategy for Dataplan and had defined a clear market position for them against much bigger providers. As part of this process, the need for some marketing literature was established.

Solution: Dataplan's market positioning of "payroll is everything we do" reflects their specialism in payroll, unlike most competitors for whom payroll was a small part of other services such as HR. As a specialist Kinetic recommended that, rather than a standard corporate sales brochure, Dataplan produce a more informative 'Guide to Payroll'. This 16 page guide educated the audience as to the benefits of outsourcing payroll and some of the criteria to consider when choosing a provider.

“ Providing more information up front generates a more 'educated' and qualified enquiry. ”