

A black and white photograph of a woman with long hair, wearing a denim jacket, sitting at a desk in a modern office. She is looking at a laptop screen while holding a small cup. The desk is cluttered with various items, including a water bottle, a coffee cup, and some papers. A large window with a grid pattern is in the background, letting in bright light.

How To Get More HR Clients From Your Website

HR business leaders share their quick tips on how to benefit from your website traffic.

WWW.GETMOREHRCLIENTS.COM/BLOG

Get More HR Clients

You've done the hard work and taken the time to find potential new clients and brought them to your website but what now? How to turn website visitors into clients?

I turned to experts in the industry for their advice. We specifically sought out people actively working in businesses like yours right now for quick tips that would help you bring in more HR clients from your website visitors.



About GetMoreHRclients.com

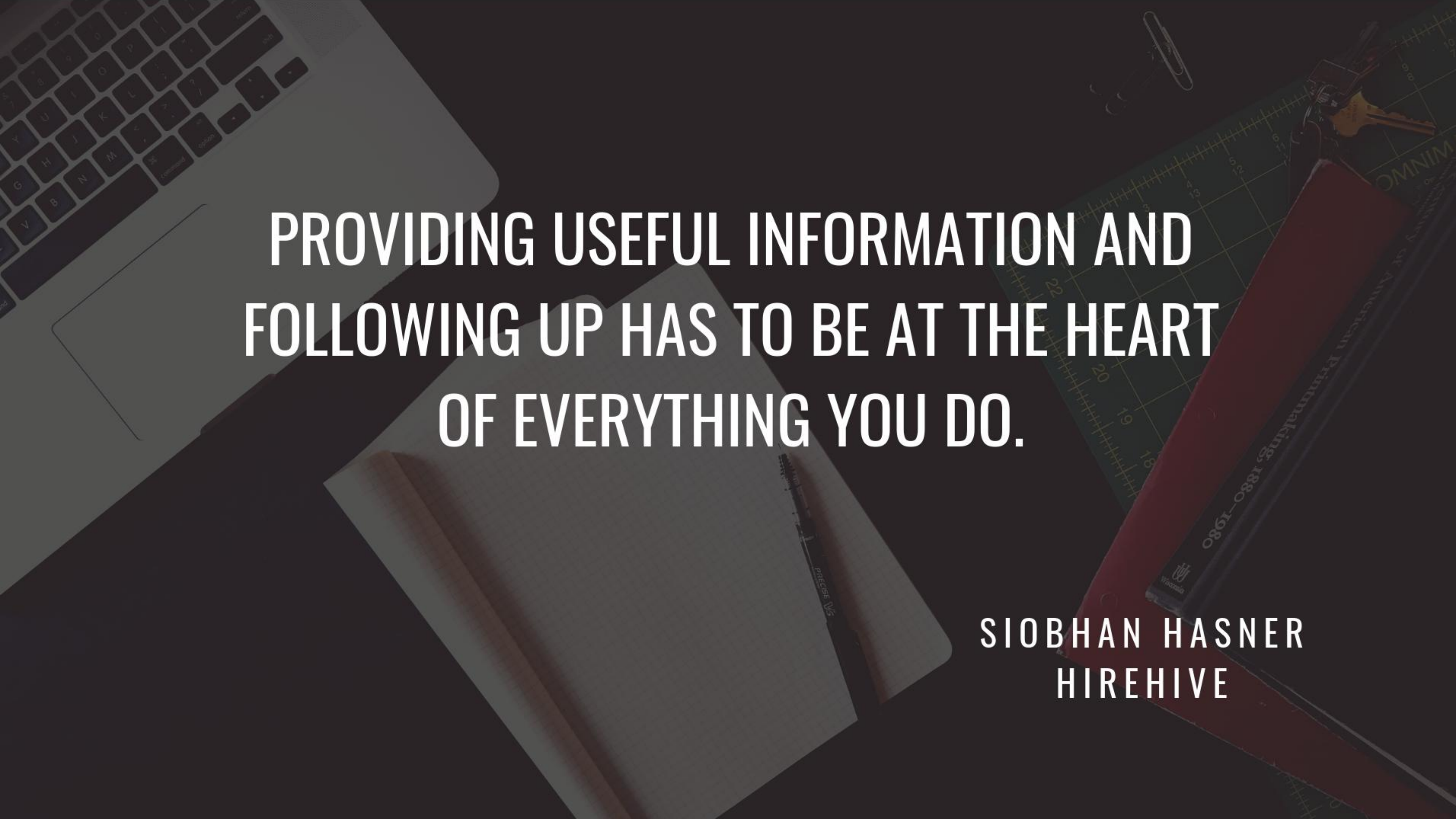
GET MORE HR CLIENTS HELPS HUMAN RESOURCES BUSINESSES AND CONSULTANTS TO GET MORE CLIENTS.

If you need more HR clients for your HR SaaS or HR consulting business, visit: www.GetMoreHRclients.com



“We focus very much on inbound marketing at HireHive as our long term customer acquisition strategy and we want to offer content that is useful and offers value. People don’t want to be sold to, they are looking for valuable information that will help them in some way. For this reason we have worked hard on creating useful recruitment content in our blog, send out a regular newsletter and share whitepapers and guides on things like interviewing best practice and GDPR information for recruitment data. The next most important part is the follow up! So often we sign up for something and are left hanging. It is so important to follow up and build a relationship with people. These conversations are what drive opportunities.”

SIOBHAN HASNER - CEO @ HIREHIVE



**PROVIDING USEFUL INFORMATION AND
FOLLOWING UP HAS TO BE AT THE HEART
OF EVERYTHING YOU DO.**

**SIOBHAN HASNER
HIREHIVE**

"Educate and provide value to your market. Much of the purchasing process (research, talking to colleagues, competition, etc.) now happens prior to prospects actually engaging with a salesperson. Thus, we believe it is critical to build a relationship with your prospects, long before they become customers. Content is one of the best ways to deliver value and so we've invested a lot of energy in creating a site for the HR community that provides thought leadership, news and views on employee communication and engagement."

KEITH KITANI - CEO @ GUIDESPARK



**IT'S CRITICAL TO BUILD A RELATIONSHIP WITH YOUR
PROSPECTS, LONG BEFORE THEY BECOME
CUSTOMERS.**

**KEITH KITANI
GUIDESPARK**

“Prospects don’t really care about what you do or sell. They only care if you can help them with an immediate need that they have. Tip: Formulate in plain language the one big result your service or product delivers in a way that it can be said in 5 seconds or less and a 12-year-old can understand. No buzz-words. No matter if it’s a web page or a face to face conversation the best approach is to start with the one big result. This is your “why”. Then follow through with the reasons this is important for your prospects. This will give them the sense that you understand. Then and only then follow that with the benefits. They can be financial, physical, emotional or maybe even spiritual. This formula works wonders with my clients and helps them close more business. Try it!”

MARC SAMOISSETTE - PRINCIPAL @ ELEVATECOACHING.CA



KEEP YOUR MESSAGE SIMPLE AND CUSTOMER FOCUSED

MARC SAMOISSETTE
ELEVATE COACHING

Don't be afraid to give it away. Offer something for free, whether it's advice, a brochure, a trial, or a 'cheat sheet' of your own. If someone is going to pay you for your services, it's not because you've kept your process a secret from them – it's because they believe in what you do, and more importantly, how you do it. If you're fortunate enough to have someone visit your website, blog , or social media profiles, don't let them leave empty-handed. Send them off with something to remember you by. That way, the next time they're thinking about using a product or service like yours, you'll hopefully be top-of-mind and in the evoked set of brands being considered."

CODY SKLAR - COO @ TALENTSNAP



**IF YOU'RE FORTUNATE ENOUGH TO HAVE SOMEONE
VISIT YOUR WEBSITE, BLOG, OR SOCIAL MEDIA
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**CODY SKLAR
TALENTSNAP.CO**

“The most important thing in growing sales is making word of mouth easy. We work with companies large and small to distill their positioning and marketing down into one simple sentence to help with this. To explain further, when you have the opportunity to explain your company, you can do so in an “elevator pitch.” You can take time, go into details, highlight the value proposition and more. The issue is, when someone hears your elevator pitch, they are not going to be able to reiterate that to someone else when they find someone it appeals to. Generally, if they can’t easily explain what you do, they will avoid the subject just through human nature. Conversely, if you make it really easy for someone to reiterate what you do, they will then be compelled to spread the word, just for the sheer fact it makes them look knowledgeable and connected, let alone the hope that your product or service can actually help the people around them. My company Hawke Media, is Your Outsourced CMO™. Those 3 words have made us become the 110th fastest growing company in the country, and the fastest growing marketing consultancy, period.”

ERIK HUBERMAN - FOUNDER AND CEO @ HAWKE MEDIA



DISTILL YOUR MESSAGE DOWN INTO 5 - 7 WORDS.

**ERIK HUBERMAN
HAWKE MEDIA**

“Messaging makes all the difference. If you can’t convey your value proposition in 8 seconds or less, you’re likely to lose a majority of your visitors. What do you do? How are you different? Why is it better? Too many websites try to do too much or to be everything. You need to understand what kind of traffic you’re sending to your website and test different messaging until you know which converts. A/B test until you forget the rest of the alphabet.”

GIL EYAL - CEO @ HYPRBRANDS.COM

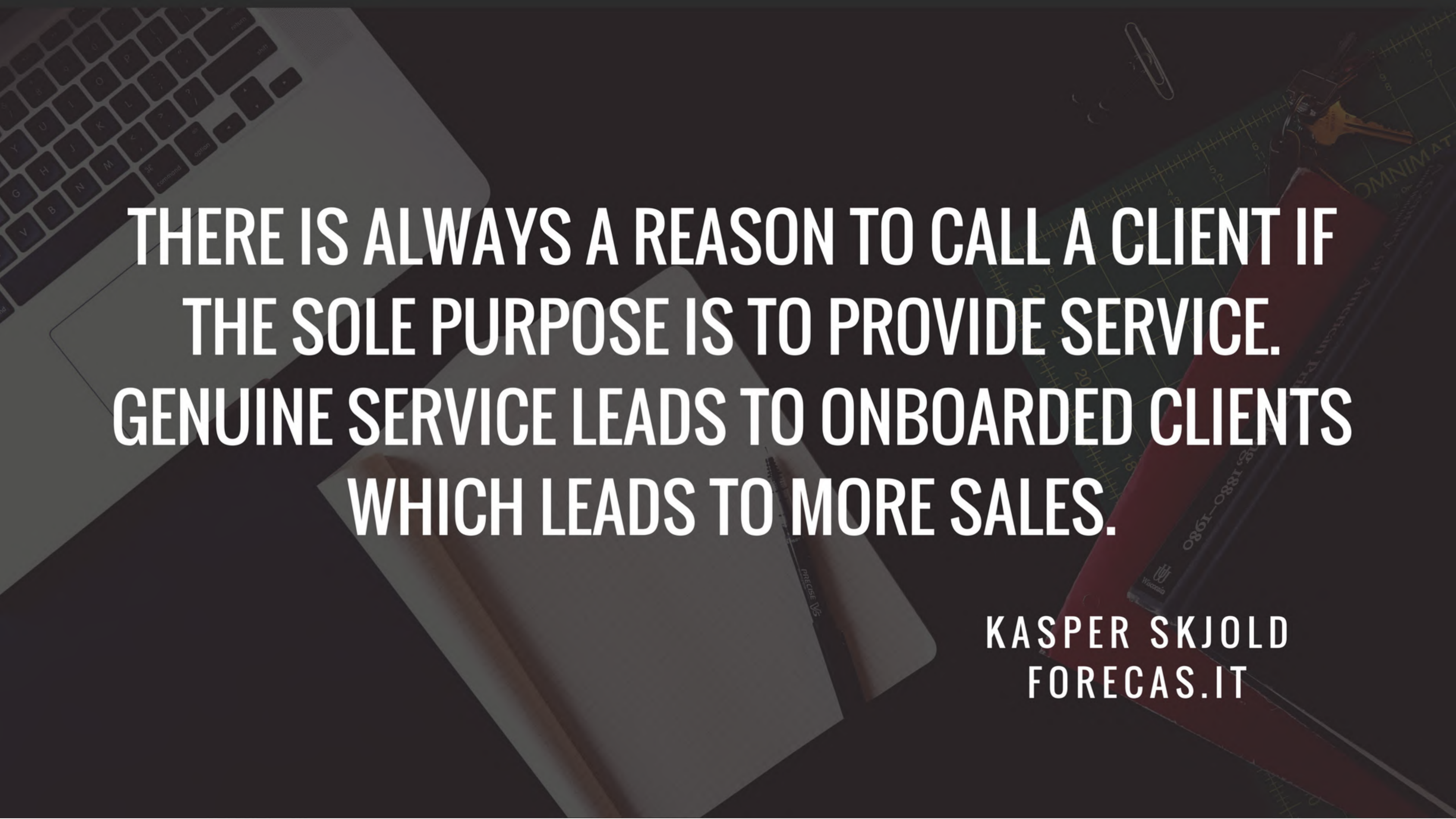
The background is a dark, high-contrast photograph of a workspace. In the top left, a portion of a laptop keyboard is visible. Below it, a notebook with a light-colored cover and a pen resting on it is shown. To the right, a green ruler and a red book are visible. The book's spine has the text 'History of American Printmaking, 1880-1980' and a logo. A paperclip is also visible near the top right.

A/B TEST UNTIL YOU FORGET THE REST OF THE ALPHABET

GIL EYAL
HYPR

“Remember that friction can be both you and your user’s friend. Don’t be afraid to gather some information both during signup and on the first session. It makes it much easier to create the perfect trial experience. Customer success should be service before sales. There is always a reason to call if the sole purpose is to provide a good service e.g. invite for a webinar.”

KASPER SKJOLD - CHIEF REVENUE OFFICER @ FORECAS.IT



**THERE IS ALWAYS A REASON TO CALL A CLIENT IF
THE SOLE PURPOSE IS TO PROVIDE SERVICE.
GENUINE SERVICE LEADS TO ONBOARDED CLIENTS
WHICH LEADS TO MORE SALES.**

**KASPER SKJOLD
FORECAS.IT**

“Most people trying to grow their customers/clients/users do not follow up. That’s where all the money is made. Keep following up. Keep delivering value. Do not be afraid to pick up the phone.”

SHERMAN LEE - CEO @ GOODAUDIENCE.COM



**MOST PEOPLE TRYING TO GROW THEIR
CUSTOMERS/CLIENTS/USERS DO NOT FOLLOW UP.
YET THAT'S WHERE ALL THE MONEY IS MADE.**

**SHERMAN LEE
GOOD AUDIENCE**

Want More Tips On How To Get More HR Customers?

For more tips and advice, visit: GetMoreHRclients.com/blog
