



A Case Study in Scalable, Organic Payroll Growth

A presentation for IPPA by The Gist | 2024

thegistinbound.com/ippa-2024





ASAP Payroll more than tripled their marketing leads and turned their website into a “sales rep that never sleeps.”

Here’s the playbook for exactly how we did it.

Feel free to steal it.

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The year was 2019...



Kyle Masengale · 11:09 AM

Hey CJ! Idk if you know me but I saw you talk at IPPA.





What are we covering?

The strategy and initial goals
Setting up your CRM
Planning and publishing content
Optimizing your website
Email marketing
Tracking and analytics
Resources and Q&A

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from: kyle.masengale@asappayroll.com
to: cj@thegistinbound.com
date: Dec 15, 2020, 5:50 PM



We need to do something because
what we have been doing the last
few years isn't working. ””

Common problems we needed to solve:

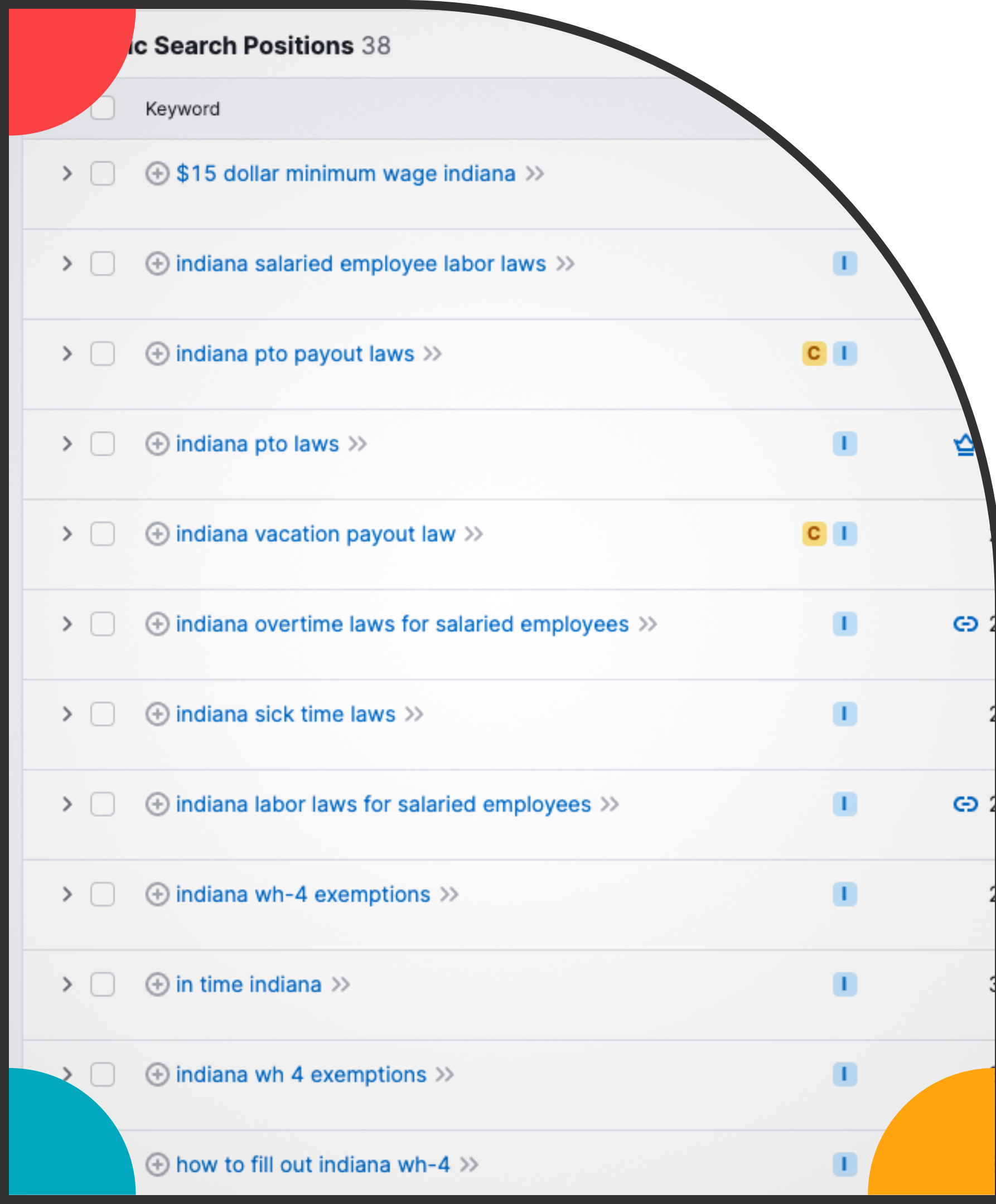
- An over-reliance on outside sales. The only way to grow is to hire new sales reps and hope they succeed.
- Website is out of date. It doesn't make us seem modern and it doesn't rank on search engines for many keywords.
- Client relationships are strong, but stale. They value us and our support, but don't think of us for anything but payroll.
- There's no real strategy for growing the business. We serve the clients, do some sales and hope for growth.



How do we solve this?

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Producing quality content on a consistent basis will get the attention of search engines.



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Your website will rank for more keywords and you'll generate more traffic.



asap
PAYROLL SERVICE

Onboarding Guide for Indiana Employers [Free Download]

Business expansion can be an exciting time, but it can also be a confusing one.

Indiana law mandates that all employers must know and follow the state's employment requirements. This involves providing new hires with the required federal and state forms as well as important company information, necessary training, and professional resources.

Our guide will provide information on what the new-employee onboarding process looks like through the lens of the employer.

And you can convert that traffic into qualified leads and subscribers.



Who you can nurture over time to demonstrate your expertise and value. Not to mention your clients!

Newsletter

Welcome to the ASAP Payroll newsletter, a monthly roundup of news and insights designed to help you manage your workforce effectively.



Year-End Payroll + HR Checklist

The end of the year is nearing, and it's time to get organized and prepared for your year-end process as a small business owner or HR department of one. This year-end payroll and human resources checklist will help you prepare and ensure you've



Kyle Masengale • 1st
Vice President at ASAP Payroll
2mo •

If you're an employer in Indiana, it's important to understand the Minimum Wage and how it applies to your employees. According to Indiana wage laws, not all Indiana employers are required to ...



Mastering the Indiana Wage Landscape: Minimum, Tipped, and Overtime Rates

asappayroll.com • 3 min read

Thomas Masengale, CPP and 7 others

2 reposts

Like

Comment

Repost

And it will never be easier to share content on LinkedIn and social media sites.

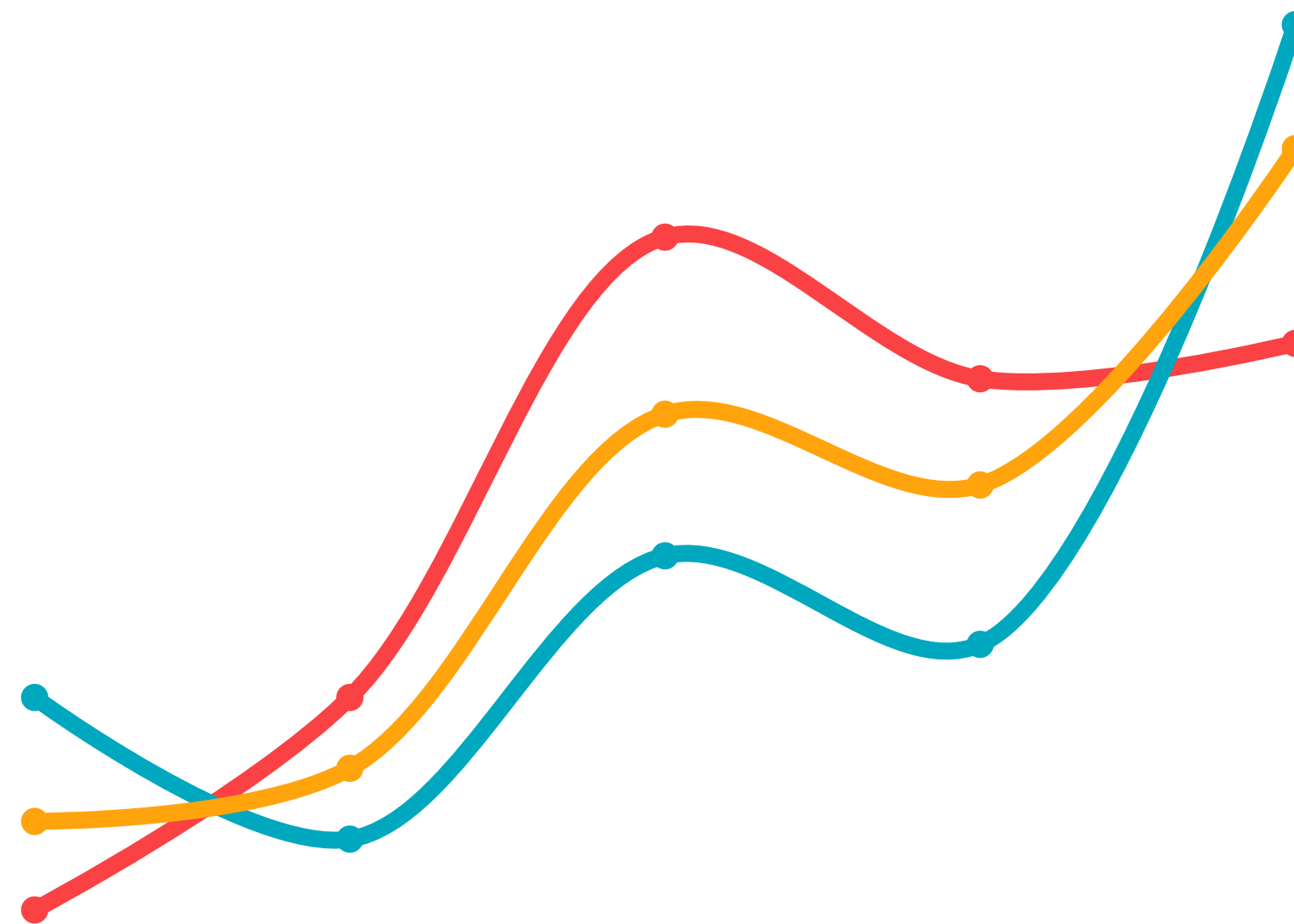




None of these ideas are new or
innovative.

Whole > Sum of Parts

It all comes down to tangibly growing the business in permanent ways.



TRAFFIC

LEADS

CLIENTS

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So what did we actually do?

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Prep Work in CRM (HubSpot)

FORMS

Configured all our forms in HubSpot and placed them on the website. Made sure all submissions would create a new contact in the CRM and we were gathering all the information we would need.

REPORTS

Nothing improves that isn't measured, so we build all the reports we needed to track website traffic, new leads, closed deals, total revenue and other leading indicators like subscribers and email engagement.

DEAL PIPELINE

Configured the deal pipeline not only to make sure we were attributing deals to the right sources, but also to gather important prospect and client data to help with onboarding and follow-up.

Submission details

[Back to all forms](#)

Request a Quote

Published

Created date

January 29, 2021

Last submission received

February 29, 2024

Workflows (2)

[test workflow](#)

Off | Last updated on May 3, 2022 by CJ Maurer

[Send a follow-up email after form submission](#)

On | Last updated on May 27, 2022 by CJ Maurer

Actions

Exp

Susan Slanina

Contact Record

Submitted February 29, 2024 8:09 PM EST (0 days ago) from a regular HubSpot

Contact Record (10)

[View C](#)

First name

Last name

Company name

Employee count
46

State/Region
CO

Pay frequency
bi-weekly

Phone number

Email

Which of these options best describes your role within your company?
Operations/Finance Lead

How can we help?
Need a quote to run payroll with mostly CO employees. One emp state in TX. Need to have money for 401(k) deducted from check premiums are fully covered by company. Will need payroll report entries. Out of town and forgot work phone so can't be reached 3/4/2024. Email yes. Work phone no.

Performance Analyze **Submissions**

Date range: 01/01/2000 to 03/01/2024

CONTACT	CONVERSION PAGE	SUBMITTED
[Redacted]	Request Quote ASAP Payroll Payroll & HR Services	February 8:09 PM EST
[Redacted]	Request Quote ASAP Payroll Payroll & HR Services	February 7:06 PM EST
[Redacted]	Request Quote ASAP Payroll Payroll & HR Services	February 4:31 PM EST
[Redacted]	Request Quote ASAP Payroll Payroll & HR Services	February 2:03 PM EST
[Redacted]	Request Quote ASAP Payroll Payroll & HR Services	February 11:58 AM EST

[View object records](#)

> Page view

Feb 29, 2024 at 8:09 PM EST

Susan Slanina viewed [Payroll Solutions | ASAP Payroll](#) and 2 other pages

> Page view

Feb 29, 2024 at 7:22 PM EST

Susan Slanina viewed [ASAP Payroll | Payroll & HR Services | Indianapolis, In](#)

This contact was created from Organic Search from Unknown keywords (SSL)

Feb 29, 2024 at 8:09 PM EST





- Configure deal pipeline required properties
 - **New qualified prospect**
 - Source of business
 - Cold call
 - Client referral
 - Partner referral
 - Employee referral
 - Website inquiry
 - Networking
 - Marketing Lead
 - Specific Referral Partner
 - **Needs analysis completed**
 - Current provider
 - Current services
 - Number of employees
 - Pay frequency
 - Live checks or DD
 - Hourly or Salary
 - Pain points
 - Other notes
 - **Proposal sent**
 - ASAP products and service
 - Deal amount
 - **No for now - check back later**
 - Date of follow up
 - **Signed agreement**
 - Close Date
 - Closed Won Reason (multiple checkbox)
 - **Lost deal**
 - Close Date
 - Closed Lost Reason (multiple checkbox)
 - **Never Processed**





Action

Deals ▾

All deals | My deals | All Marketing Leads - Website + Call Ins × [+ Add view \(3/50\)](#) [All views](#)

☰ ☼ Sales Pipeline ▾ Deal owner ▾ Create date ▾ Last activity date ▾ Close date ▾ [Advanced filters \(1\)](#) [Clear All](#)

Search name or descripti 🔍

NEW QUALIFIED PROSPECT 1 <

Amount: \$5,600
Close date: 01/12/2024

No activity for 2 months

Total: \$5,600
Weighted: \$1,120 ⓘ

NEEDS ANALYSIS COMPLETE... 0 <

Amount: \$1,800
Close date: 02/29/2024

Email 14 days ago

Amount: \$3,500
Close date: 10/31/2023

Email 4 months ago

Total: \$0
Weighted: \$0 ⓘ

PROPOSAL SENT 2 <

Amount: \$1,800
Close date: 02/29/2024

Email 14 days ago

Amount: \$3,500
Close date: 10/31/2023

Email 4 months ago

Amount: \$4,400
Close date: 03/31/2023

Email a year ago

Amount: \$10,000
Close date: 03/31/2023

Email 3 months ago

Total: \$5,300
Weighted: \$3,710 ⓘ

NO FOR NOW - CHEC... 11 ⚙️ <

Amount: \$3,000
Close date: 08/31/2023

Email 7 months ago

Amount: \$1,000
Close date: 05/31/2023

Email 9 months ago

Amount: \$4,400
Close date: 03/31/2023

Email a year ago

Amount: \$10,000
Close date: 03/31/2023

Email 3 months ago

Amount: \$3,105

Total: \$38,422
Weighted: \$3,842 ⓘ

VERBAL YES 2 <

Amount: \$2,500
Close date: 01/31/2024

Email a month ago

Amount: \$5,300
Close date: 01/31/2024

Meeting a month ago

Total: \$7,800
Weighted: \$7,020 ⓘ

SIGNED AGREEMENT 49 ⚙️ <

Amount: \$2,600
Close date: 02/26/2024

Amount: \$2,900
Close date: 01/28/2024

Amount: \$2,200
Close date: 01/20/2024

Amount: \$3,500
Close date: 10/12/2023

Amount: \$2,500
Close date: 10/12/2023

Total: \$145,400
Won (100%) ⓘ

LOST DEAL

Close date: 02/21/2024

Amount: \$10,000
Close date: 12/27/2023

Amount: \$14,000
Close date: 12/07/2023

Amount: \$1,800
Close date: 11/28/2023

Amount: \$9,000
Close date: 11/15/2023

Total: \$200,476
Lost (0%) ⓘ

Content Strategy

BLOG POSTS

We planned to research, plan and write 4 blog posts per month, focusing on topics that help employers.

EMAIL MARKETING

We started with a monthly newsletter, and then we expanded to also include an additional monthly promotional email.

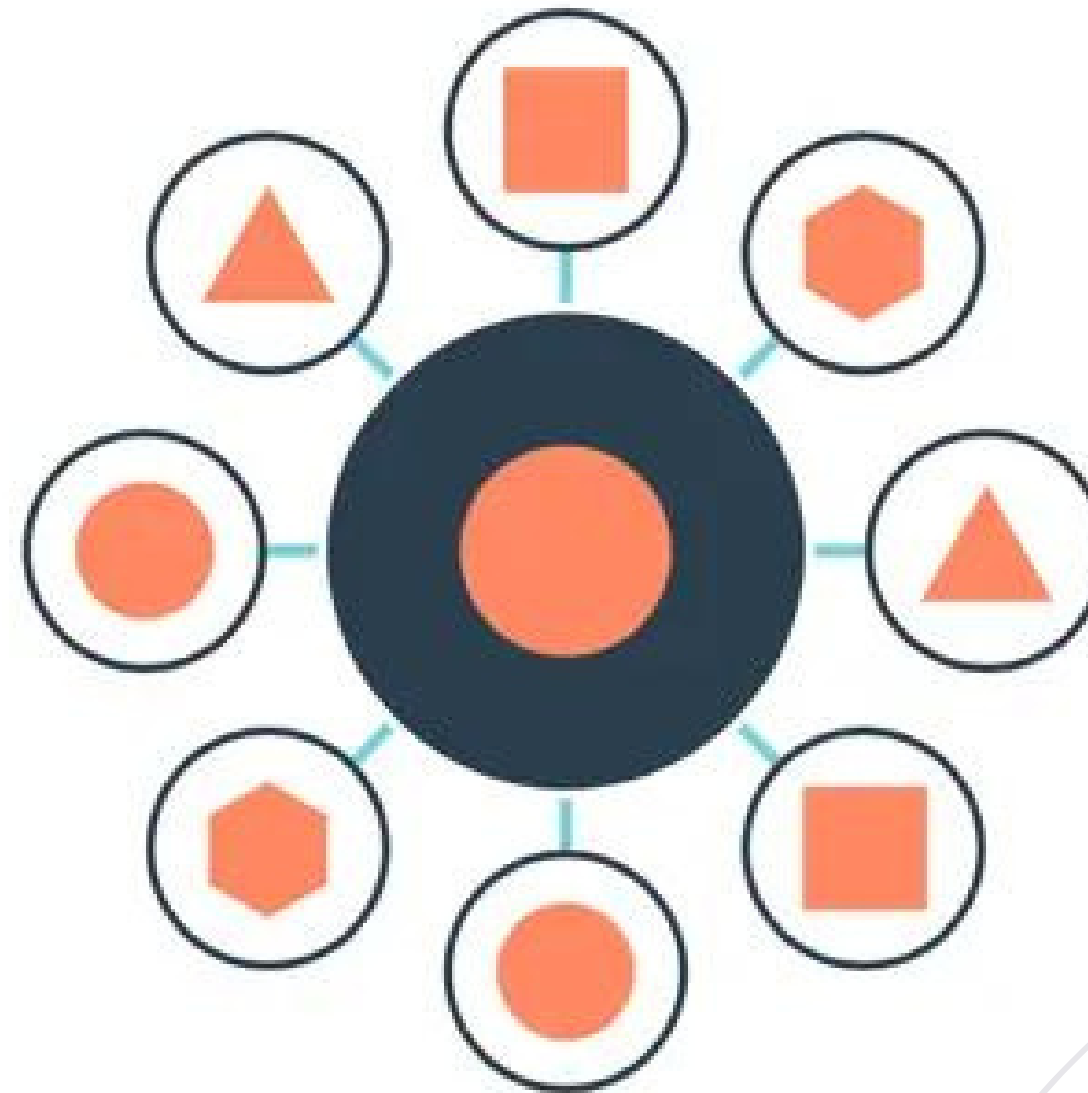
CONTENT OFFERS

We committed to producing 1 content offer per quarter, like an ebook or some type of resource guide gated behind a form.

SOCIAL MEDIA

We made sure to share articles, graphics and other content on LinkedIn on a regular basis. Kyle handled this on his own.

Topic Clusters



EMPLOYEE ONBOARDING

JOB DESCRIPTIONS
APPLICANT TRACKING
INTERVIEWS
SALARY NEGOTIATION
BACKGROUND CHECKS
OFFER LETTERS

WAGE AND HOUR
PAYROLL
TIMEKEEPING
BENEFITS ADMINISTRATION
EMPLOYEE HANDBOOKS
HR BEST PRACTICES

A1:B6 fx

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
--	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---

OFFERS + LEAD GEN CAMPAIGNS

2ND QUARTER

CONTENT NAME OR TITLE	STATUS	ASSET	TYP	FORM	LP	CTA	AUTOMATE	SOCIAL	NOTES
Understand Your Paycheck - PDF	Published	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	https://pages.americanpayroll.org/en/2021-und

BLOGS + CONTENT

APRIL

CONTENT NAME OR TITLE	TYPE	STATUS	AUTHOR	SEO	LINKS	NOTES
How To Set Up Your INTIME Tax Account For Indiana Businesses	Blog Post	Published	The Gist	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	https://www.in.gov/dor/files/INTIME_Guide.pdf Focus On Indiana withholding to
Indiana Suta Number	Blog Post	Published	The Gist	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	https://www.in.gov/dwd/files/DWD-ESS-Obtain-SUTA-number.pdf
Using INTIME To Keep your Payroll Company Accountable	Blog Post	Published	The Gist	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	View payment history in INTIME
Setting Up EFTPS	Blog Post	Published	The Gist	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	https://www.eftps.gov/eftps/ Ties in with Above Blog Post as well
				<input type="checkbox"/>	<input type="checkbox"/>	

MAY

CONTENT NAME OR TITLE	TYPE	STATUS	AUTHOR	SEO	LINKS	NOTES
How can I calculate payroll for employees?	Blog Post	Published	The Gist	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
What are unexpected benefits of working remotely?	Blog Post	Published	The Gist	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Think about the company perspective here as well.
Overview of Quarterly Tax Filing Requirements for Indiana Employers	Blog Post	Published	The Gist	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Both 941 (Federal) and Indiana form
PTO Policy - How to Develop One, What to Include, etc.	Blog Post	Published	The Gist	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
				<input type="checkbox"/>	<input type="checkbox"/>	

JUNE

CONTENT NAME OR TITLE	TYPE	STATUS	AUTHOR	SEO	LINKS	NOTES
Tax Complications of Hiring Remote, Out of State Employees	Blog Post	Published	The Gist	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Is Paying Employees in Cryptocurrency an option?	Blog Post	Published	The Gist	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Employers should choose their third-party payroll service provider wisely to	Blog Post	Published	The Gist	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Reference from The IRS here.
What's the Difference between PEO and Payroll?	Blog Post	Published	The Gist	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
IRS increases mileage rate for remainder of 2022	Blog Post	Published	The Gist	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	

TOPICS

Indiana Standard Minimum Wage and Tipped Wage Rates- A Basic Overview

In general, all employers in Indiana with two or more workers need to be compliant with the [Fair Labor Standards Act](#) (FLSA) guidelines on minimum wage to avoid lawful violations. Under the FLSA laws, hourly workers in the state cannot be paid a lower state minimum wage than the federal wage.

Indiana is one of the 21 states which pay its workers the same minimum wage as the federal allocated wage rate at \$7.25 per hour. Currently, there's an ongoing [bill](#) to push the minimum wage higher to \$15 per hour, which has equally been met with some opposition.

However, it can get more complicated if an establishment has employees earning tips as they are protected by the federal and state labor laws. A tipped employee is someone who works in a job such as a bartender or a waiter and who normally earns more than \$30 per month in tips.

This is a simple guideline for Indiana employers to make sure they effectively administer the set state and federal minimum wage rules for tipped employees.

Indiana State Minimum Wage vs. Wages for Tipped Employees

State Minimum Wage

Indiana maintains the state minimum wage as that of the federal minimum wage of \$7.25 per hour, which was adjusted upwards since 2009. Tipped employees are an exception from the Indiana minimum wage as employers need to pay combined cash and tip minimum wage rate towards the federal \$7.25 per hour rate.

Under federal law, all wages for tipped and non-tipped employees must not undercut the federal minimum rate. While employers can set any minimum tipped wage for tipped workers as low as \$2.13 per hour, if the combined cash and tips are less than the federal minimum wage of \$7.25 per hour, they must pay extra wages to meet the difference.

Tipped Employee Wages

Employees who receive [regular tips](#) are entitled to a federal minimum hourly wage of \$ 2.13 per hour, which is less than the regular minimum wage. However, the law allows Indiana employers to claim a tip credit to



HR Tech in Manufacturing Payroll: Streamlining and Enhancing Experience

Your employees are the engine that keeps your manufacturing business producing. Attracting and retaining top talent is crucial to your future success. Putting together a

[Read More »](#)

Employee Compensation Strategies for Attracting and Retaining Talent in Manufacturing

The competition for skilled manufacturing employees is quite high in today's job market. To attract and retain top talent, it is essential to ensure that

[Read More »](#)

Navigating Payroll Compliance Challenges in the Manufacturing Industry

Manufacturing is the economy's engine, creating jobs and making the necessary tools and goods for other industries. This huge role is paired with outside challenges

Subscribe to Our Newsletter

Once a month we send news and insights to help employers from a payroll and HR perspective.

Subscribe now



Newsletter

Welcome to the ASAP Payroll newsletter, a monthly roundup of news and insights designed to help you manage your workforce effectively.



Year-End Payroll + HR Checklist

The end of the year is nearing, and it's time to get organized and prepared for your year-end process as a small business owner or HR department of one. This year-end payroll and human resources checklist will help you prepare and ensure you've met

Hi there,

In today's dynamic work environment, retaining top talent often comes down to the quality of benefits offered. Employees are constantly seeking better benefits, and managing these plans can become an overwhelming task filled with paperwork and errors.

With **ASAP Payroll's Employee Benefits Administration**, we offer a solution tailored to your needs!

Why choose ASAP Payroll's Benefits Administration?

- **Organize** all benefit plans in one place, ensuring efficiency.
- **Enroll With Ease** to simplify the open enrollment process, saving hours of work.
- **Engage** by giving employees full access to their benefits, enhancing transparency.
- **Update Information** conveniently, from life events to other personal details.
- **Ditch the Paperwork** to make the process easier, error-free, and accessible from anywhere.

[Learn More About Our Benefits Administration Solution](#)

By automating employees' benefits eligibility, elections, and enrollment, we help you save valuable time and reduce the chances of errors. Analyze the results of open enrollment in real time and develop plans that genuinely assist your employees. Don't miss the opportunity to transform your benefits administration process!

Website Optimization

PRODUCT PAGES

We carefully wrote all of the main product or solution pages to ensure they were relevant and high-quality.

WEBSITE RE-DO

A year or so in, we partnered with a developer to rebuild the website to give it a more modern look and feel.

META DATA

We went through the entire website to make sure things like meta descriptions and title tags were optimized for search engines.

PAGE CLEANUP

We also cleaned up the entire site structure, killing and/or redirecting old or irrelevant website pages.

EMPLOYEE HANDBOOK BUILDER

Not sure how to write an employee handbook that will set your company up for success? Our customizable employee handbook creator available through our HR Support Center will help you document key company policies while supporting compliance with state and federal labor laws.

Create or update your
employee handbook today.

[Request Quote](#)



Get Input from Experts

Specialist write your handbook



Minimize Liability

Clearly state labor laws



Stay Consistent

Establish & document procedures



Feature Employee Benefits

Showcase all you have to offer

	Description	Potential Issues	Present in Crawl	
Meta Descriptions <meta name="description" ...> View Tab	Meta descriptions, once believed to be a ranking factor, are a means to adequately describe content on the page for both users and bots. Since meta descriptions are displayed in the SERPs, they should naturally contain keywords and be crafted in a way to entice users to click on your search result, increasing your click-through rate (CTR). <i>Note: Google has been known to rewrite meta descriptions to better align with search intent.</i>	Missing	Meta description is missing from the page altogether	408
		Duplicate	Description is duplicate to another page on the site	83
		Multiple	Multiple meta description tags present on the page	62
		Too Long	Exceeds 150-160 characters, Google may truncate the page description in the SERPs	164
		Too Short	Meta description falls below 60-70 characters	9
Title Tags <title> View Tab	Unlike meta descriptions, title tags have been confirmed to be a ranking factor, albeit not a major consideration. Title tags are displayed in the search results (the blue links), so including keywords to concisely describe the page is imperative. Well-written and appealing title tags encourage searchers to click on the search result, and therefore can influence CTR. <i>Note: Google has been known to rewrite meta descriptions - uniquely or by selecting different text that exists in the page copy.</i>	Missing	No title tag is present on the page	0
		Duplicate	Title tag is duplicative to other pages on the site	43
		Too Long	Title exceeds 55-60 characters and runs risk of being truncated in the SERPs	407
		Too Short	Character length falls below 30 characters, leaving room for additional optimization	30
		Multiple	Multiple title tags are present on the page	0
		Same as H1	Title tag matches <h1> on page	113
Header Tags <h1>, <h2> View Tab	Header tags (h1-h6) are used to structure and organize content into more easily readable and digestible chunks of copy. For the purposes of this initial audit, the two most important header types are considered - h1 and h2 tags.	Missing	h1 and/or h2 tags are not present on a given page	0
		Duplicate	URL has multiple, duplicate headers	588
		Multiple	Multiple <h1> tags on a given page	44
		Too long	Is the header short but informative, ideally fitting on a single line and under 70 characters?	20
Internal Linking (3xx, 4xx, 5xx) View Tab	Links to internal pages direct visitors to other pages on the same website. They connect different pages or sections of a website to each other, and can be used to help visitors (including search engines) navigate a site, find related content, and explore deeper into the site's content. From an SEO perspective, it aids crawlers in discovering the full breadth of content on the site and how it is structured. When linking internally, it's recommended to link directly to a page, with no redirects or errors.	3xx	Links to internal pages redirect users before resolving at their final destination (300-399 status codes)	2966
		4xx	Internal links are present that point to assets with client errors (400-499 status codes)	2839
		5xx	Links to internal pages with server-side errors (500-599 status codes)	0
		Non-Indexable	Links that point to non-indexable pages are present on the site	0
Canonical Tags <link rel="canonical" .../> View Tab	Canonical tags are used to tell search engines which version of a given page is the preferred, canonical version when duplicate content is present among two or more pages. It's recommended that all pages, without duplicate versions, have a self-referencing canonical tag, using absolute links (https://www.site.com/canonical) versus relative links (/canonical). <i>Note: Canonical tags are suggestions. NOT directives. Google and other</i>	Missing	Canonical tags are not present on a given page	16
		Multiple	Multiple canonical tags are present	0
		Multiple & Conflicting		0
		Canonicalized	Link in canonical tag has a differing canonical page	38
		Non-Indexable	Page in canonical tag is non-indexable	1

Our Case Study

1

RANKING POSITION ON GOOGLE

244 %

INCREASE IN WEBSITE TRAFFIC

151 %

INCREASE IN MARKETING
QUALIFIED LEADS

57 %

INCREASE IN NEW MARKETING-
GENERATED REVENUE

thegistinbound.com/ippa-2024

Resources

We made a landing page, specifically for IPPA members, where you can download this slide deck or access a bunch of helpful resources.

thegistinbound.com/ippa-2024





Thank you.
Questions?

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