

## Inova Payroll Banks an Additional \$264K in Annual Recurring Revenue with 60-Day Pilot

PosterElite and Mineral devise a program that delivers astounding results

With minimal effort, Inova Payroll built a recurring revenue stream of \$264K and a pathway to even greater revenue as they executed PosterElite's and Mineral's collaborative rollout strategy.

The initial pilot was a 60-day campaign and Inova Payroll spent less than 10 hours on the planning, prep, and execution.

Here are the results:

**501**

Number of participating customers

**52**

Number of cancellations after 60 days

**88.2%**

Conversion rate (449 active customers after 60 day grace period)

**\$49.00/month**

Price Point (\$9.00/mo. for Labor Law Poster E-Update Service, \$40.00/mo. for HR On Demand)

**\$264,012.00**

Annual recurring revenue for Inova

### THE CHALLENGE

#### How To Grow Revenue With Minimal Effort, and Offer Value-Added HR Services to Customers

"We are definitely feeling the heat from PEOs and others who are entering the payroll space. This is an easy way to neutralize that competition and retain our customer loyalty."

### POSTERELITE AND MINERAL'S SOLUTION:

#### Provide Turnkey HR Services to Clients, Reinforcing Loyalty, and Increasing Recurring Revenue Streams

PosterElite and Mineral approached Inova Payroll with a unique roll-out strategy, decided to combine forces, and ultimately piloted a program where the three organizations, together, launched a complete HR solution.



We would need to hire 2 full-time sales reps, train them for months, and retain them for a full year to match the top-line revenue created by PosterElite and Mineral in just 60 days.

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## Why Did Inova Payroll Decide To Partner With PosterElite and Mineral on the Pilot?

- Swift transformation into an HR and compliance provider
- No risk and quick ROI
- All customers receive a free (\$60 value) labor law poster
- The process and materials to prove concept, get leadership buy-in, and then scale the program to other clients
- Minimal resources and effort required
- Help launching two valuable services at once—with a strong conversion rate
- A new, sticky recurring revenue stream

The engagement began with a 30-day planning phase in which PosterElite and Mineral created a dual auto enrollment program, complete with timeline, logistics, data support, branded marketing materials, and training.

Once the campaign was fully prepped and approved, PosterElite shipped labor law poster packages to 501 Inova Payroll clients. Those shipments included a free Inova-branded labor law poster and a custom marketing letter announcing the new services, their price points, and a 60-day grace period to cancel them. The free initial posters were critical in softening the auto-enrollment messaging and minimizing client push-back. All campaign marketing materials were created by the Mineral/PosterElite team and approved by Inova Payroll. PosterElite and Mineral managed the majority of the work planning, prepping, and executing the roll-out program so Inova Payroll could launch the pilot with little disruption to their everyday business. Ongoing campaign communications included an introductory email educating customers on the services and costs, a 30-day cancellation reminder, and 15-day reminder notifying them to cancel the service if they don't wish to keep it. Participating clients were directed through all the marketing pieces to a landing page where they could learn more about the services and/or cancel them quickly and easily. The entire program was designed for Inova Payroll to deploy quickly and easily and with little effort.

### BENEFITS AND OUTCOME

#### Gaining Additional Revenue With Very Little Effort

The pilot campaign had an 88% conversion rate and added \$22K of monthly recurring revenue to Inova Payroll's billing, which translates to \$264K annually, and \$1.3M over five years. **After just 30 days of planning and preparation, the bulk of which was handled by Mineral and PosterElite, Inova Payroll was able to:**

- Transform quickly into a Payroll + HR + Compliance provider
- Add value to their client relationships
- Garner sticky recurring revenue that requires little maintenance each month
- Gain total leadership buy-in for future rollouts to add significant additional revenue
- Deploy a fully branded, high-touch solution
- Be the hero for their clients

### WHAT'S NEXT

#### Expand the Program To Earn Inova \$1.5–\$2M in Recurring Revenue Each Year

The 60-day pilot campaign drew \$264K in recurring annual revenue for Inova Payroll, but that is just a fraction of the potential now that they have a proven concept and plan to scale the program. Another campaign is already in progress with a larger subset of customers. Now that the initial pilot is complete, each subsequent roll-out takes less time to plan because the marketing has been perfected, Inova Payroll administrators have already been trained, everyone is familiar with the process and the logistics are all in place. What initially required minimal time from Inova Payroll now requires even less, and the revenue will continue to grow. **It is projected that, when the program has been rolled out to all applicable customers, Inova Payroll will have created \$1.5M to \$2M in new annual recurring revenue.**



Going in, our only real concern with the strategy was the Opt Out messaging. Within days of getting started, that concern was gone. PosterElite and Mineral have these roll-out campaigns down to a science...planning, training, timeline, logistics, marketing... **90% of the heavy lifting was done by them, but we got all the credit with our clients!**

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