

PROACT Search Expands Integrated Marketing Capabilities with Lyris HQ

ABOUT:

PROACT Search is a premier, full service retained executive search and management consulting firm with a mission to provide client-focused, results-oriented, data-driven services in a timely manner. With the highest standards of professional performance and integrity throughout the search process, the company serves clients from school districts, the private sector, government agencies, foundations and nonprofits across the country.

BUSINESS CHALLENGE:

In order to recruit and present the best candidates in a responsive and timely manner, PROACT Search needed a technology solution to streamline the candidate sourcing and interviewing process. The company, which previously used traditional mail services to reach its audiences, had recently moved to an email-only marketing solution. However, PROACT was in need of a more robust platform that would allow them to expand reach, lower cost and shorten the time it takes to recruit and interview new candidates.

SOLUTION:

[Lyris HQ](#) provided the features PROACT needed to better manage and reach their database of more than 700,000 educational contacts. Moving from a “snail-mail” based recruitment process (at an estimated cost of 50-60 cents per letter) to highly targeted email communication has enabled PROACT to shorten recruitment times from an average of 85-95 days per position to just 35-45 days.

BENEFITS:

Specifically, Lyris HQ has enabled PROACT Search to:

- Reach 50 times as many candidates per position at the same cost to their clients;
- Send 50-70,000 [email newsletters](#) monthly to clients, prospects and qualified candidates;
- Manage and segment email lists through Lyris HQ’s integration with Salesforce.com;
- Use the testing features in Lyris HQ to determine response rates of emails and tailor messages accordingly;
- Use Lyris HQ’s integrated [Web analytics](#) capabilities to get a better sense of how many people are visiting the Web site and what pages people are visiting; and
- View real-time [email deliverability analytics](#) in the Lyris HQ dashboard to ensure optimal email deliverability and performance.

LYRIS HQ OPPORTUNITIES:

Most immediately, PROACT Search sees the value of integrating Lyris HQ [Web analytics](#) capabilities more tightly with its overall marketing strategy to improve email success and drive new reporting and tracking functionality. Additionally, PROACT is interested in leveraging [Lyris HQ’s social media enhancements](#) to expand its investment in email marketing by tapping into social networks.



“ We needed an online marketing platform that could scale the reach and relevancy of our outreach to qualified candidates, and accelerate the time and decrease the cost it requires to fill positions. Though we began using Constant Contact, we felt it only scratched the surface of what email marketing could do for our company. Lyris HQ provided the robust email and analytics functionality we needed to improve results today, with the integrated tools and expertise to grow with us in the future. ”

Thomas Vranas
President
PROACT Search