

• CASE STUDY •

How Kristi Mitchell helps IntagHire *increase* the number and quality of their leads and *accelerate* their business growth through strategic and focused marketing



“Kristi is great at auditing what marketing activities you’re currently doing, assessing what’s working and where opportunities exist, and then turning that into a true marketing plan. It’s a real value to have her marketing knowledge in our business — it helps us stay on track and on trend.”

THERESIA INTAG

FOUNDER AND CEO | [INTAGHIRE.COM](https://intaghire.com)

When Theresia Intag first discovered Kristi Mitchell, she was looking to reach the next level of growth with her company.

She knew that in order to do that she needed to shift away from relying exclusively on word-of-mouth referrals and **start getting intentional and strategic with her marketing efforts.**

Yet despite knowing this, Theresia — the founder and CEO of IntagHire, a firm that provides fractional HR and recruiting services — was encountering two main problems.

The first was that some of the more traditional marketing methods didn't fit with her B2B business model, and the second was her uncertainty about how to communicate the firm's unique service offerings in a way that resonated with the right markets.

"The recruiting industry can be a crowded and noisy space," Theresia said. "And while we're in that space, our recruiting firm is different in that we offer full-circle recruiting support with contract recruiters we plug into a company at an hourly rate. We also act like a big recruiting engine for the whole company and can solve whatever recruiting needs they have.

"We were having trouble getting people to understand that — as well as communicating what we do in a fresh and modern way. A lot of our clients are software companies that have a very modern approach and culture, and our marketing needs to reflect that."

Theresia was on LinkedIn and saw Kristi being interviewed in a video about marketing strategy, and instantly liked the way she was responding to the questions.

"Kristi was modern and informative, and I loved her personality," Theresia said. **"I thought she would be a good fit for our organization, and somebody we could connect with about the right marketing strategies for our firm."**



Theresa reached out to Kristi and scheduled a [Marketing Strategy Power Hour](#).

In that session, Kristi led Theresa through her Marketing Funnel Framework, which helped to organize IntagHire's current marketing efforts as well as **identify the top areas the firm could expand their marketing right away.**

Theresa said Kristi provided her with a lot of great insights within that hour, and she appreciated how the conversation was tailored to her particular business model.

“Kristi helped me look at the overall strategy for our marketing in a way I hadn't before,” Theresa said. “She provided us with insight on the things we were doing right as well as the pieces that were missing, and how filling those missing pieces was important for us to achieve our next phase of growth.

“The best part was that Kristi really understood the kind of marketing we needed to do, and what areas were the best ones for us to focus on given the type of business we have.”



Excited about the collaborative partnership she'd found in Kristi — and interested in going deeper to create a truly thorough marketing strategy — Theresa invested in Kristi's [Marketing Success Roadmap](#).

Throughout a series of one-on-one sessions, Kristi performed a full audit of IntagHire's online presence, led Theresa through an in-depth analysis of the firm's buyer personas, and **created a personalized action plan for how to begin implementing the marketing activities they'd decided to focus on.**

For IntagHire, those areas of focus included increasing their visibility on social media, having consistent outreach efforts, and getting started with email marketing.



Like most businesses, IntagHire needed to structure the implementation of each strategy according to their budget and timeline. They started first with social media, and Theresa said that throughout the process Kristi supported them in many ways.

“We hired someone to help us with our social media and it took time to get it up and running,” Theresa said. “It’s also an added expense, and Kristi was great about helping us navigate what marketing strategies were the biggest bang for our buck right now, as well as what to move on to when we could expand.”

Theresa said that as IntagHire’s marketing efforts began to take hold and their exposure increased, they saw the need

to upgrade their website, and Kristi once again provided great guidance about how to do that effectively.

“A big eye-opener were the insights she gave us about how our prospects engage with our website and how we walk a potential client through the process of getting to know us,” Theresa said. “We hadn’t thought about that at all, and I think that’s something a lot of business owners miss.

“Incorporating Kristi’s input into our new website has made a difference. In just the first couple weeks of having our website up, we got a handful of meetings that came directly through there. We’ve never gotten that before.”

IntagHire’s intentional marketing efforts are beginning to yield the results they’d hoped, including helping them attract new clients from marketing activities instead of exclusively through word-of-mouth.

“We used to get all of our leads through our clients or through word of mouth, but we were maxing that out,” Theresa said.

“Now we’re getting good leads from our marketing. Our exposure is getting to the point where it’s really starting to spread.”

Theresa said being strategic and intentional with their marketing has also helped them see and maintain new business growth.

“We have seen business growth,”

Theresa said. “Part of that was the big hiring initiative that occurred in 2022, but even when that initiative began to slow down, we’re still growing at a very good rate. In just the first few weeks of 2023 alone we gained a few new clients, which is really good for us.”

IntagHire is excited to continue their relationship with Kristi and is **looking forward to trying the new ideas and strategies she custom picks for them**, including doing roundtables that will expose their name and

brand to the right audiences.

Theresa said any business owner who’s looking to grow their business would benefit from working with Kristi, especially those who know it’s time to become more proactive with their marketing.

“Few small businesses have a true marketing plan, and Kristi is great at quickly auditing and assessing what you’re currently doing and turning it into a marketing plan for you,” Theresa said.

“She’s also a great sounding board, and I love the conversations we have. We’re both business owners and it’s great to share strategies with each other and discuss what’s working for us. I like being able to tap into that marketing brain of hers, and I also love that she really understands the process personally, too.” ☺



To learn more about how Kristi can help your business grow with a customized strategic marketing plan, visit [kristimitchell.com](https://www.kristimitchell.com)