

# 2018 Killer Content Award Submission

## Category: Nurture Campaign

ADP, LLC

Submitted: November 2017





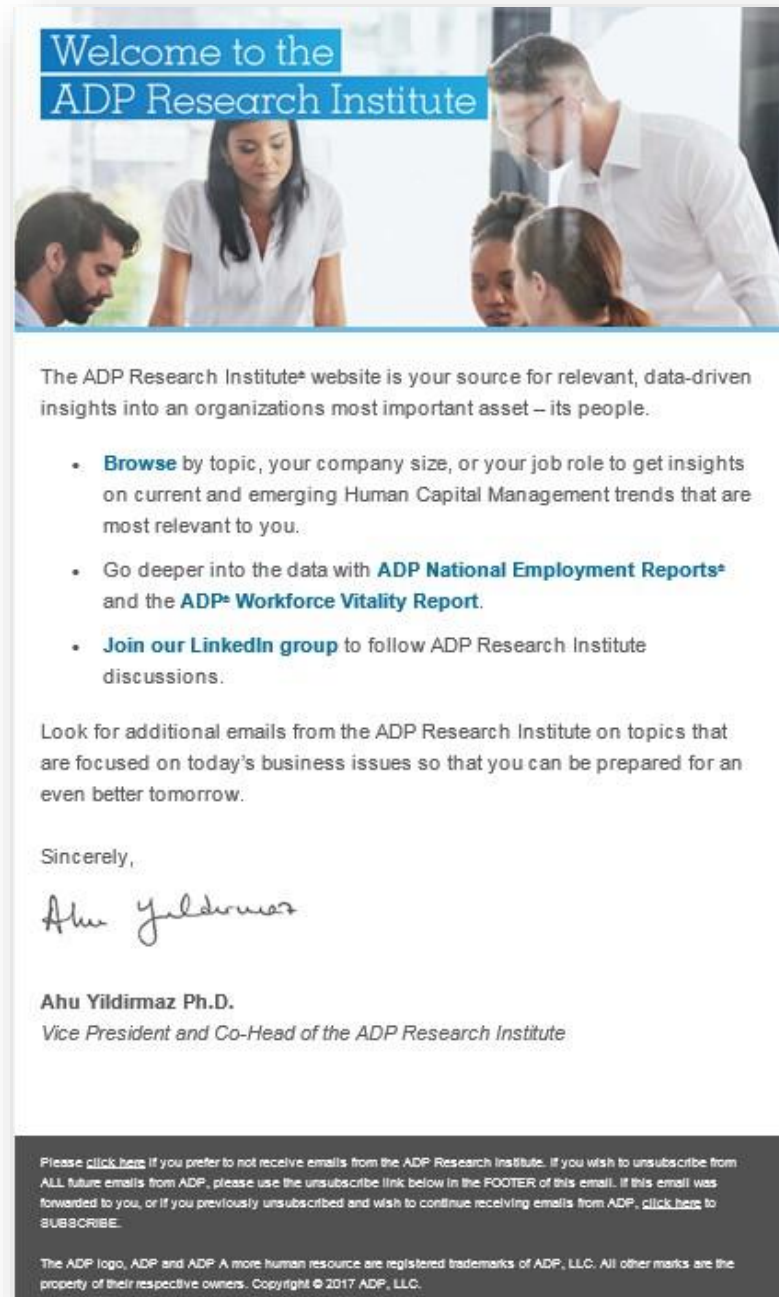
# ADP Research Nurture Program

- Email Examples



# Nurture Email Example


- Welcome to the research topics
- Personalized from head of ADP research team
- Highlighted navigation
- LinkedIn Group discussions



# Nurture Email Example

Links to multiple thought leadership content around same topic

- Dynamically shows post-script only for identified potential buyers
- Subtle CTA to connect to ADP solutions related to the topic



What's on the Minds of Your Employees?

Wouldn't you like to peek into the minds of your employees? If you knew what they were thinking, you could design better ways to recruit great candidates, develop the talent you have, and engage your entire workforce so they are more likely to stay.

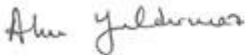
Now is your chance! Find out what is on employees minds with **Talent Research and Insights** from ADP Research Institute\*.

Some topics that may interest you:

- Infographic: **The Employer/Employee Disconnect**
- Article: **Why Are U.S. Businesses Falling Behind in Employee Engagement?**
- White paper: **Fixing the Talent Management Disconnect: Employer Perception vs. Employee Reality in the U.S. Midsized Market**

I hope you find our research on talent useful.

Sincerely,



Ahu Yildirmaz Ph.D.  
Vice President and Co-Head of the ADP Research Institute

P.S. ADP has solutions for the talent management challenges of **midsized, large** and **global** organizations.

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# Nurture Email Examples



Get immediate access to exclusive research and expert insights on trends shaping how people work and how they can help improve your overall business performance.

To get started, here are a few resources for you:

- **Research & Trends** - Unique perspectives and insights on human capital management, including: benchmark data, best practices and expert opinion.
- **The Evolution of Work 2.0** - Global study on how employers aren't on the same page with their employees when it comes to why employees leave or stay.
- **Strategic Drift: How HR Plans for Change** - Explore what skills gaps companies face and how they can fill them.

I hope you find the research enlightening.

Sincerely,



Ahu Yildirmaz Ph.D.

Vice President and Co-Head of the ADP Research Institute

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In business, there are a lot of rules. Tax rules. HR rules. Health care rules. And organizations like yours must adapt, comply or possibly pay the price when a rule gets broken. Let us help you stay on top of current and impending compliance changes.

Check out these compliance articles and resources:

- **Eye on Washington: Legislative Updates**
- **Wage Garnishments: Through the Lens of the Employer**
- **Subject Matter Expert blogs for HR, finance or business owners**

I hope you find our compliance resources beneficial.

Sincerely,



Ahu Yildirmaz Ph.D.

Vice President and Co-Head of the ADP Research Institute

P.S. Click to learn how ADP helps **small, midsized** or **large** organizations to simplify tax and compliance management.

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