

# Paychex: Thought Leadership

**Situation:** As the leader in providing HR-related services to more small businesses than any other company in the U.S., long-time Mower client Paychex is committed to serving as a source of information, knowledge and expertise about and for small and mid-size business markets. At the same time, more Paychex competitors have emerged and more companies across all markets are focusing on small and mid-size businesses. Paychex's challenge is to continuously solidify and strengthen its HR leadership in this growing and competitive market.

**Insight/Solution:** Through Paychex's continuous engagement with its customers, we consistently hear that business owners find it difficult to keep up with regulatory, legislative, compliance, technology, employee trends and related HR issues. To position Paychex as a company with distinct expertise across a range of HR topics, we implemented a multifaceted public relations program driven primarily by data, insight and expertise.

**PAYROLL PRIORITIES**  
TOP FIVE PAYROLL CHANGES BUSINESS OWNERS ARE PLANNING FOR 2019

Which of these changes do you plan to make to your payroll process in the next 12 months?

- 15% provide electronic paystubs
- 11% offer smartphone access to payroll information
- 27% offer direct deposit

**Entrepreneur**  
**Losing Employees to Clients or Competitors? Culture Is the Secret to Retaining Them.**

Smart companies recruit and retain top talent by using these four culture-related strategies.

**[PODCAST] HR Tech Weekly w/ John Sumser (HR Examiner) and Stacey Harris (Sierra-Cedar):**  
*"Paychex has been making some really smart moves in the last couple of years. They've invested in solutions that tie to not just their audience, but their partner audiences, such as tax and financial advisers ... they've been investing heavily in user experience ... and they've been investing aggressively in building out that entire suite of HR products."*

*"From our data at Sierra-Cedar, learning roles are on the increase, and learning is a big topic for SMB and mid-market organizations. It's the one thing they're using from a competitive perspective to address the issues with low availability of skill sets right now."*

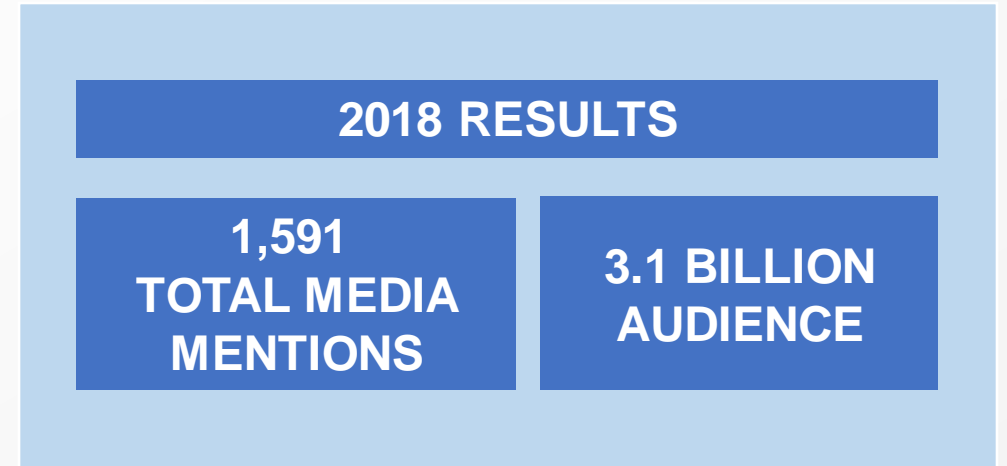
*"This is a great move. Paychex is doing interesting stuff."*

**MAD MONEY**  
PAYX Is ▲ 9.84% Year-To-Date  
DOW +123

**Some businesses are waiving drug tests to draw workers: Paychex CEO**

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**Results:** The public relations campaign is an integral component of Paychex's integrated communications program to position the company as the leader in its space. 2018 results included 1,591 total media mentions that reached an audience of 3.1 billion. This program was a finalist in the 2018 PR News Platinum PR Media Relations Awards, and the program continues to yield strong results. In Paychex's most recent financial year, the campaign reached an audience of 4.4 billion.



**Inc.**

**Entrepreneur**

