

How Gusto drove qualified B2B traffic through customer-creator strategy



Situation

Beyond awareness: Driving qualified demand and traffic in the B2B space

Gusto is a leading payroll, benefits, and HR management platform for SMBs. Unlike B2C creator marketing, which relies on lifestyle trends and broad reach, influencing B2B business decision-makers is fundamentally harder.

Most brands struggle in this space because B2B audiences require high levels of trust and technical credibility. With impact.com, we recognize that for a B2B campaign to succeed, creators should not only be brand advocates, but also customers.

The core of this campaign was moving beyond traditional creators to identify and activate trusted B2B advocates.

Through a strategic partnership, impact.com and Gusto empowered actual SMB owners to tell the story of how Gusto solves the unique, high-stakes pain points of running a business.

Instead of generic awareness, the primary objective was to drive qualified SMB traffic to a dedicated landing page. By focusing on the upcoming tax season — a critical decision window for business owners — we positioned Gusto as the necessary solution for switching payroll and HR providers.

Goals

- **Driving Qualified Demand:** Execute a precision-targeted campaign to drive high-intent traffic to a dedicated Gusto trial page, converting trust into tangible clicks.
- **The "Practitioner" Narrative:** Highlight Gusto's value through credible, insightful explanations from creators who actually understand the complexities of payroll and HR.

Situation (cont.)

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Messaging

- **Tax Season Solved:** Stop dreading tax deadlines. Gusto automates your filings and compliance so you can stay focused on your business.
- **The SMB Gold Standard:** Join 300,000+ businesses who have ditched manual paperwork for Gusto's all-in-one Payroll, HR, and Benefits platform.
- **Payroll in Minutes:** Experience a modern UI designed for speed. With smart technology and a few clicks, your payroll is done.





Solution

Scaling creator success through niche creator strategy and recruitment with existing customers

82% of our creators were active Gusto customers. To reach savvy business owners, we pivoted from traditional promoters to a "customer-first" recruitment model, recognizing that in B2B marketing, peer credibility drives significantly higher traffic than broad reach.

Moving beyond standard database searches, we utilized impact.com's social listening, Chrome extension, and Gusto's first-party data to identify "Business Educators." These are true SMB owners providing actionable advice to their peers rather than just sponsored content.

By cross-referencing social data with Gusto's user base, we successfully hired 14 of the 17 creators directly from their own customer list. Because the vast majority were daily users, the campaign moved beyond a "pitch" to a genuine peer-to-peer recommendation from experts who rely on Gusto to power their own businesses.

Solution (cont.)

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Performance-Led Campaign Architecture

- From Awareness to Action: We shifted the focus from broad reach to qualified demand, utilizing impact tracking to measure high-intent signals like 3-month free trial sign-ups.
- The "Evergreen" Strategy: To maximize ROI, creators focused in-feed content on long-term brand value and personal stories, while isolating time-sensitive promotions to Stories and captions to extend the content's lifespan.

Consultative Management of Non-Traditional Creators

Working with SMB owners who are experts in business, not necessarily content creation, required a high-touch approach. impact.com facilitated success through:

- Actionable Briefing: Translating complex HR and tax requirements into relatable, "creator-first" prompts.
- 1:1 Strategic Consulting: Providing the educational resources needed to ensure professional-grade delivery from first-time collaborators.

Traditional agencies struggle with B2B because they treat it like B2C.

impact specializes in the "heavy lifting" when it comes to vetting for professional credibility, managing first-party data integrations, and providing the intensive 1:1 consulting required to turn a business owner into a high-performing brand advocate.

Outcome

Strategic casting + content amplification drives impressions and traffic

- **The Full-Funnel Strategy:** We balanced business-centric expertise with authentic storytelling to address every stage of the marketing funnel.

"Business Educator" creators focused on informative, direct content to drive qualified demand, while creators who blended lifestyle with business themes supported upper-funnel goals, building brand consideration among a broader SMB audience.
- **Strategic Execution:** To maximize impact, we executed a **strategic amplification plan** across Meta and TikTok. This performance-led approach moved beyond top-of-funnel reach by utilizing creator allowlisting and a balanced budget split between awareness and traffic-focused campaigns.



23.6 million impressions



3.7 million influencer reach



Total link clicks

Outcome (cont.)

Strategic casting + content amplification drives impressions and traffic

- This ensured every dollar drove high-intent action from a curated group of 17 B2B creators, with a high-performing subset of **7 creators selected for dual-platform cross-posting on Instagram and TikTok** to maximize cross-channel impact.
- **The Results: Reach + Rigor:** The campaign generated **23.6M total impressions** through a strategic blend of organic advocacy and paid amplification. This visibility translated into significant mid-funnel intent, driving **225k total link clicks** — encompassing both organic creator links and paid allowlisting — directly to Gusto's trial landing pages.

Creator Content: Video remains the dominant content format

Situation > Solution > Outcome

Video is favored for its ability to capture attention, drive higher engagement, and algorithmic advantage, all while communicating messages clearly and effectively. We saw a major uptick in organic results on TikTok with the help of Spark Ads. Since Spark Ads boost an organic post, they impact organic results through increased visibility, algorithmic boosts, and sustained performance well after the Spark Ads have ended.



Want to have results like Gusto? | Contact grow@impact.com