

Case study

# Mighty 8<sup>th</sup> Media sharpens its competitive edge with better employee benefits

Mighty 8<sup>th</sup> Media wanted an HR partner to help them reach the next level and attract the best talent. That meant offering better benefits and having experienced HR professionals by their side.

## PARTNERING WITH AN HR EXPERT TO PREPARE FOR THE FUTURE

Mighty 8<sup>th</sup> Media is a small but powerful full-service marketing and creative agency in Buford, Georgia. The quality of work and experience they provide their customers has put Mighty 8<sup>th</sup> on the Atlanta Business Chronicle's top 50 Marketing Agencies list for the past three years. The agency is also a recent honoree of the Inc. 5000 — Inc. Magazine's Fastest-Growing Private Companies.

Founded in 2005, Mighty 8<sup>th</sup> helps clients like Revlon, Little Tikes and Pinnacle Bank grow their businesses through traditional and digital media with a relentless commitment to client success.



Jonathan Holmes, co-founder and partner and Bradley Sherwood, Managing Partner

### CLIENT

Mighty 8<sup>th</sup> Media

### NUMBER OF EMPLOYEES

3–30

### LOCATION

Buford, Georgia

### INDUSTRY

Professional, scientific and technical services

### CLIENT SINCE

2017

### SERVICES USED

Human capital management

Performance management

Time and attendance

Recruiting services

### OVERVIEW

Mighty 8<sup>th</sup> Media needed an HR partner who could help them prepare for the future. That meant being able to offer better benefits and compensation to attract and retain the best marketing and creative talent.



Mighty 8<sup>th</sup>'s number one goal in hiring is to attract and retain talent who fits into their positive, family-driven culture and has a mindset of healthy work-life balance, a desire for personal growth and an appetite for great work.

Jonathan Holmes, co-founder and partner of the company, knew that benefits were a critical part of supporting that culture and retaining the employees who drive it.

Holmes says, "At the end of the day, it's all about competition. If my employees are worried about healthcare or compensation, they're not secure. I'm vulnerable to losing them to other companies."

**"One thing I know is Insperty can support me at 16 or 100 employees. As I reach different thresholds, they would be able to help me navigate bringing on new employees, managing contracts and background checks, and any legal implications. Whenever we hit that point, I know they've got my back."**

Jonathan Holmes  
Co-founder & Partner  
Mighty 8<sup>th</sup> Media

## **THE CHALLENGE: FINDING A PARTNER FOR GROWTH**

As this smaller agency scaled in growth, the demand for certain services also grew and became too cumbersome for one person to manage. For years, Mighty 8<sup>th</sup> relied on a committed staff member to manage their payroll and payroll processing software. This administrator also shared other HR responsibilities as circumstances required. When she decided to retire, the agency realized it was time to look for an outside partner that could fill her shoes, provide a team of HR experts and help them grow.

Having used a simple payroll vendor in the past, Mighty 8<sup>th</sup> began looking for an outsourcing provider that could equip them with more. Holmes knew that new growth would bring the need for robust HR support and guidance on compensation policies and legal compliance. They also wanted an employee-facing technology platform that could provide user-friendly access to benefits information, vacation requests, time tracking, and back-end analytics and reporting.

Above all, Mighty 8<sup>th</sup> was looking for a partner who could improve their benefits offering and management, provide guidance on critical HR and business decisions, and scale as the organization grew.

## THE SOLUTION: CUTTING-EDGE TECHNOLOGY AND BUSINESS ACUMEN

It wasn't long before one of Mighty 8<sup>th</sup>'s clients referred them to Insperty as a possible new HR partner. Their client was particularly pleased with Insperty's robust, user-centric technology.

This intrigued Mighty 8<sup>th</sup>'s leaders, and after reviewing the platform, they too were impressed by its strength and simplicity. On top of that, they saw opportunity in the PEO offering's ability to access a larger pool of benefits and loved the high level of HR support provided by Insperty's team. Insperty's breadth of expertise in employee relations, government compliance and employee benefits made them a perfect fit.

Finally, Mighty 8<sup>th</sup> was pleased to understand the depth of knowledge and experience Insperty has with small businesses. With their high success rate of helping small businesses through growth, Mighty 8<sup>th</sup> knew they'd be the perfect partner to strengthen and build their team. Holmes remarks, "One thing I know is Insperty can support me at 16 or 100 employees. As I reach different thresholds, they would be able to help me navigate bringing on new employees, managing contracts and background checks, and any legal implications. Whenever we hit that point, I know they've got my back."

## THE RESULTS: COMPETITIVE ADVANTAGE FOR GROWTH

Mighty 8<sup>th</sup> can now confidently navigate through any HR issue. The expertise Insperty team members have with parental leave, compensation management and other areas gives Mighty 8<sup>th</sup> the support they need. Insperty has helped them navigate these situations with ease, including an especially tricky employee termination. Holmes appreciated Insperty's counsel and help documenting the process to ensure compliance and mitigate risk. Insperty has also helped them develop an employee handbook and PTO policies to provide clear expectations and set the foundation for a healthy workplace environment.

Mighty 8<sup>th</sup> would say the biggest impact of their Insperty partnership is employee benefits. Through Insperty, they can access a much higher level of quality in employee benefits for a lower cost, which generates incredible returns in the long run.

"We're looking at who we want to be three, five, 10 years down the road and ask ourselves what services and systems are going to help us get there. With Insperty as my backup, I feel more secure. My employees are more secure, and they can perform better because they know we've got the right systems in place." says Holmes.

As Mighty 8<sup>th</sup> continues its growth and success, Insperty has not only helped them create higher levels of employee satisfaction, but also greater confidence for the agency's leaders. With Insperty, they know they have a competitive advantage in attracting and retaining the team members their business needs for long-term success.