

HR Market Research

OVERVIEW

A small business owner commissioned market research to better understand the local HR consulting landscape and identify opportunities for differentiation. The research focused on businesses that provide human resources, employee relations, workforce, and related consulting services in the Marietta, Georgia, market. The search reviewed available business listings and service information to assess the competitive landscape's size and characteristics, the types of services offered, and potential areas of market overlap.

30

**BUSINESSES
IDENTIFIED**

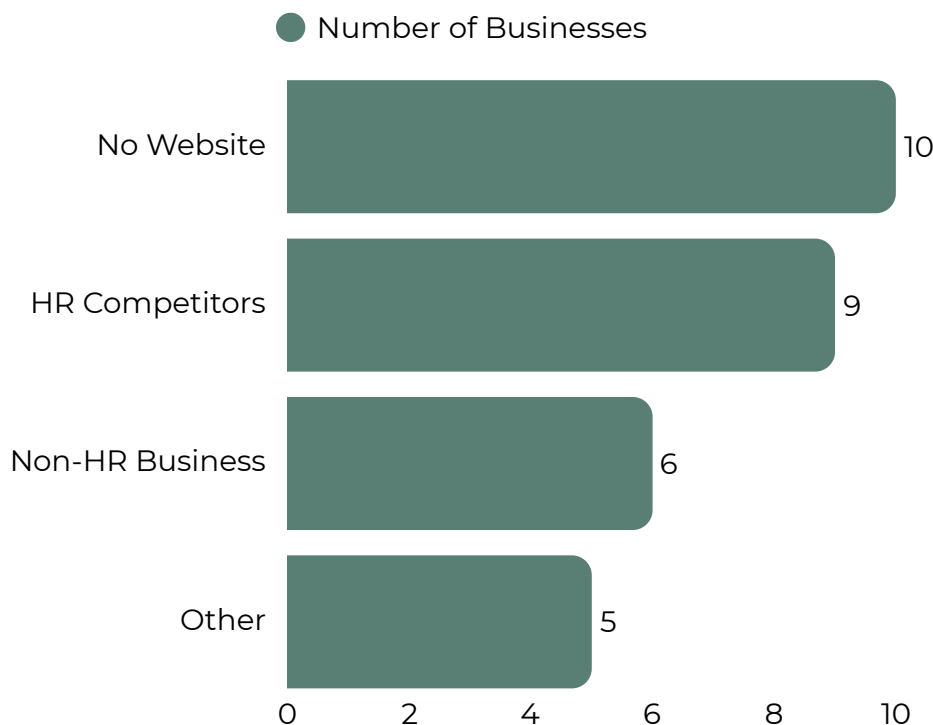
9

**DIRECT
COMPETITORS**
(from this search)

3

WARM LEADS

BUSINESSES BY CATEGORY



A targeted Data Axle search identified 30 businesses in Marietta, GA, including 9 direct HR consulting competitors (30%); the remaining results included businesses with no web presence, non-HR businesses, or records requiring further review due to overlapping SIC classifications.

What We Heard: Insights from HR Service Providers

Five HR service providers were contacted for informational interviews about their businesses. Out of the five providers contacted, three agreed to a 20-minute interview. The results from those interviews are summarized below.

**2012 - 2021
Years Founded**

**10 - 50
Employee Range**
(up to 100)

Referrals
Main Client Acquisition Channel

INFORMATIONAL INTERVIEW SNAPSHOT

	Consultant A	Consultant B	Consultant C
Focus	Operations, HR, and leadership development	Virtual, Proactive HR	Payroll, compliance and operations
Ideal Client	15 - 50 employees, various industries	10 - 25 employees, growth-minded	Small and mid-sized businesses
How Clients are Found	Referrals and associations	Past-client referrals	Internal network and partners
Differentiator	Customization and fast Return on Investment wins	Takes HR off owner's plate	Diagnoses the real need first
Growth Lesson	Added CRM/workflows; uses AI tools	Formalized Contracts (DocuSign)	Built business infrastructure early
Biggest Gap	Business Development	Backend admin (billing, taxes)	Marketing and Social Media

Patterns Across All Three

Customization: Better than standardized packages.

Proactive: Build systems early, not after a crisis.

Documentation: Contracts, handbooks, and audits are important.

Lessons Learned

1. **Target:** the underserved 10- 50-employee niche
2. **Message:** ROI and outcomes, not compliance
3. **Partner with the client:** Regarding gaps, business development, administration, and marketing