

# Revolutionizing Executive Recruitment with Act!

## Background: A Legacy of Excellence in Executive Recruitment

For over 34 years, Ken Loyd of [kenloyd.com](http://kenloyd.com) has been a key player in the restaurant industry, working as an executive recruiter focused on senior-level executives, VPs, and directors. Serving national chains like Cheesecake Factory and Blaze Pizza, he has witnessed the evolution of technology from the era of thermal fax machines to the digital age. Initially starting with paper-based processes, Ken's journey with Act! began when he came upon its first version in a computer retail store.

*"I happened into an Egghead store, asked them if they had a software program that could manage contacts, and there it was—Act! VI, green screen DOS-based, backed up on 5-inch floppy disks. And here I am today, 34 years later, still using Act!",* says Ken Loyd.

Today, Ken manages a database of over 78,000 contacts and 50,000 email addresses using Act!, proving its longevity and reliability in the competitive recruitment industry.

## Challenge: Keeping Pace in a Rapidly Evolving Industry

Before adopting Act!, Ken faced significant challenges in maintaining organization and ensuring consistent follow-up with clients and candidates. The transition from paper to digital was driven by the need to handle a large volume of data without missing crucial calls or meetings. Ken's main pain point was the overwhelming amount of paperwork and the inefficiency of managing contacts manually. As the recruitment industry grew more complex, the need for a comprehensive CRM solution became clear.

## Solution: A Seamless Transition to Digital with Act!

Act! became the backbone of Ken's business, offering a powerful email marketing tool that empowers him to send 15,000 to 20,000 emails weekly. Ken also uses Act!'s fully integrated Marketing Automation module to create quarterly newsletters and personalised video emails. This shift not only streamlined operations but also enhanced his ability to maintain personal connections with candidates and clients.

## Impact: Enhanced Organization, Efficiency, and Personalization

With Act!, Ken has achieved a level of organization and efficiency that was previously unimaginable. The software's reminder features ensure that no appointment is ever missed, while its data tracking capabilities allow for comprehensive documentation of conversations and follow-ups. Ken leverages advanced searches which revolutionised his approach to outreach and segmentation.

The integration of marketing automation into Act! was a game-changer, enabling Ken to scale his operations while maintaining a personal touch. His open rates improved dramatically, reaching as high as 60% on follow-up emails. And, by combining email marketing to promote his video content on LinkedIn, Ken has successfully established a strong personal brand, often being recognised as a "celebrity" within the industry.

## Conclusion: The Power of Act! in Executive Recruitment

Ken's experience with Act! underscores the importance of having a robust CRM and marketing automation tool in today's business landscape. From managing a vast database of contacts to creating personalised, impactful marketing campaigns, Act! has played a crucial role in his ongoing success. As the recruitment industry continues to evolve, Ken remains confident in Act!'s ability to meet his needs, both now and in the future.



**Learn more about Ken Loyd by visiting [his website](#).**

“Act! has been my go-to tool for over three decades. It's evolved with my business, and I can't imagine working without it.”

**Ken Loyd**

## Key Results:

### Massive Contact Management:

Act! enables KenLoyd.com to efficiently manage a database of over 78,000 contacts and 50,000 email addresses, revolutionizing how they organise and engage with clients and candidates.

### Enhanced Marketing Capabilities:

Using Act!'s integrated marketing automation, KenLoyd.com sends 15,000–20,000 emails weekly and creates personalised video emails and quarterly newsletters, significantly improving outreach and engagement.

### Dramatic Improvement in Efficiency:

The transition from paper-based processes to Act! eliminated inefficiencies, with reminder features ensuring no appointments are missed and advanced searches enhancing outreach and segmentation.

### Increased Personalization &

**Recognition:** By combining Act!'s email marketing and video content, KenLoyd.com achieved open rates as high as 60%, boosting its brand within the executive recruitment industry.

## About Act!

With proven CRM and powerful Marketing Automation, the possibilities are limitless. Act! provides the ultimate toolset to build relationships, maximise engagement, and drive business growth.

**START YOUR FREE TRIAL**

## Contact Act!

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|-------------------|---------------------|------------------|------------------------|
| United States:    | <b>866.873.2006</b> | United Kingdom:  | <b>0845 268 0220</b>   |
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| Netherlands:      | <b>088 002 9000</b> | New Zealand:     | <b>0800.443.163</b>    |
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