



Using HRmarketer, we issued a press release about Accolo supporting the recruitment of Notre Dame's Head Football Coach and it received nearly 100,000 impressions, providing invaluable visibility for our brand.

—John Younger  
President & CEO  
Accolo, Inc.

## Marketing and PR Success: A Case Study



**How a Leading Recruitment Process Outsourcing Firm Relies on HRmarketer for their Visibility and Marketing Information.**

**Every company needs to maximize their online visibility, drive more traffic to their web site, improve their search engine rankings and generate sales leads. Find out how a **leading recruitment process outsourcing firm** is doing just that with **HRmarketer.com**.**

**Company profile?** If you're an HR professional, you've most likely heard of Accolo, an on-demand provider of SaaS including the people, process and technology that transforms the way companies find, recruit and hire employees.

Accolo specializes in offering a flexible and scalable hiring performance solution that supports every hire from executives to specialized engineers to sales professionals. Accolo provides a highly innovative and unique alternative to the traditional recruiting model of expensive staffing agencies, inconsistent contract recruiters and complex applicant tracking software. We not only find higher quality candidates more consistently, in less time, but also reduce the cost to hire.

**Who is your target buyer?** Small and mid size businesses (SMBs) and the target buyers are generally VP and C-level people. That said, we are frequently being asked by larger companies to manage their recruiting on our platform with our on-demand resources.

**What are your marketing and PR goals?** The SMB market is highly fragmented and the target contacts often wear multiple hats. They are consumed with running their companies and typically don't attend or participate in HR related events and activities. Getting their attention can be tough.

**How has HRmarketer helped achieve these goals?** HRmarketer has been an invaluable resource in several ways. Not only has HRmarketer kept us current with the latest events and media requests, it has allowed us to compile a highly relevant list of media contacts where we have direct contact. Finally, their search-optimized press release service has provided phenomenal visibility for our press releases.



**HRmarketer has been  
an invaluable resource  
for Accolo.**

**What's been the ROI of HRmarketer?** One example is we recently issued a press release about Accolo supporting the recruitment of Notre Dame's head football coach ([www.accolo.com/goirish](http://www.accolo.com/goirish)) and it was the #1 viewed release on PR Web on its release date. Direct2Web and media outlets were key pieces of this equation and provide invaluable visibility for our brand.

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