



B2B Marketing and PR Success: A Case Study

[MARKETING COMMUNICATIONS]

How an experienced marketing professional leverages HRmarketer.com to develop marketing plans and craft messaging for her B2B clients.

B2B Marketing can be challenging. You need to target one or more key departments including Human Resources, IT, Finance, Operations and Purchasing. HRmarketer has the accurate and up-to-date information that you need for successful marketing and PR campaigns to all B2B decision makers. And we have the tools to put this information to effective use.

Company profile: Carrick Marketing Communications advises companies selling “brain power” on how to differentiate themselves in their respective markets. This is especially challenging for consulting firms because they are selling intangibles and their brand is based on their reputation and a future promise to the client. Founder Heidi O’Gorman is an accomplished consultant with two decades of expertise in translating business strategy into tactical, attainable and affordable marketing plans that help companies grow.

Target Buyer: Carrick Marketing’s clients are primarily B2B services firms, including a number of HR consultancies and search firms. The typical buyer is either a marketing director or a partner/CEO. Most of Carrick’s work tends to be with companies who are on the cusp of the next step of their future growth. “Our clients recognize that good marketing and PR generates revenue but also helps them recruit top-notch talent and is also a critical and important part of any funding strategy.”

Marketing and PR challenges and goals: “The major challenge we face on behalf of our clients is to be sure that their messages are crisp, concise and insightful. With the advent of social media, there are certainly more marketing vehicles available than even 5 years ago. But the ongoing challenge is developing meaningful messages that your targeted audience actually wants to read or listen to. Content, as the old saying goes, is still king.

Prior to founding Carrick Marketing Communications, I was the Marketing Director at HR Consulting firm, Capital H Group. As the only marketing staff in the early days I had a monumental task to build the company brand and communicate our message to our target audience.”

How HRmarketer.com Helps Overcome these Challenges and Achieve These Goals: “While at Capital H Group, HRmarketer.com served as my ‘marketing assistant’ in the early days of the start-up, when I was the entire marketing department. As the company grew in size, we continued using

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—Heidi O’Gorman
Founder, Carrick Marketing
Communications

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HRmarketer.com as our one-stop source for all human resource marketing and PR information that even PR agencies didn't have.

Because of the incredible value I experienced using HRmarketer's information databases like Conferences and EdCals, as well as the Alerts for speaking and media opportunities, and the press release distribution tools, I knew the software would be invaluable in working with my clients at Carrick Marketing. (HRmarketer.com includes four modules: Information Databases, Campaign Management, News Distribution and Measurement.)

HRmarketer has helped Carrick Marketing overcome challenges because it provides a great overview of what's happening in the industry. HRmarketer helps us understand who is saying what and how they are positioning their firm in the market. We find it invaluable to see what topics are being presented at conferences, as well as what whitepaper topics are being written by HR suppliers. We leverage this information in developing our marketing strategies for our clients.”

ROI of HRmarketer: “This may sound simplistic – because there are so many ways that HRmarketer provides value – but, most pragmatically, the ROI is that it saves time. Any marketing / PR professional would be hard-pressed to find the information which is consolidated in HRmarketer on their own. The press release distribution service is also wonderful and a great value when compared to other distribution services. In addition, there are tons of other valuable insights – from competitor information to the surveys of HR buyers, which are unique to the industry.”

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About HRmarketer.com

HRmarketer.com is a product of Fisher Vista LLC, a marketing software and services firm focusing on the B2B marketplace. Since 2000, over 1,000 companies have used HRmarketer.com to market to human resources departments and other key B2B decision makers such as IT, Finance, Operations and Procurement. **A hybrid of technology, industry expertise and service, HRmarketer.com features** marketing and PR information databases, news distribution, campaign management and measurement & analytics services.