



Competitors sometimes ask me, “EmployeeScreenIQ is everywhere; who does your marketing?” HRmarketer provides unparalleled service. They treat us like we are their only customer and they are always thinking of ways to raise the bar.

—Nick Fishman
Chief Marketing Officer, EVP
EmployeeScreenIQ



Marketing and PR Success:

A Case Study EmployeeScreenIQ® Smarter Screening. Intelligent Hiring.®

How HRmarketer helped a global employment screening company increase their visibility and generate a sustainable pipeline of media and marketing inquiries

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 employment screening company is doing just that with HRmarketer.com.

Company profile: EmployeeScreenIQ provides background checks and pre-employment screening solutions to major corporations across the globe.

Who is your target buyer? EmployeeScreenIQ services over 3,000 clients throughout the country and worldwide. These clients range from Fortune 100 organizations screening several thousand people per month to those with less frequent hiring needs. Our target customers are organizations ranging from 1,000 to 25,000 employees. We consider these to be mid- to large-market companies. Within these organizations, we target Human Resource professionals—HR, directors, HR managers, security personnel, and those that deal with compliance.

What are your marketing and PR goals? We want to evangelize EmployeeScreenIQ as the leading background screening firm and drive media visibility with local and national markets among top HR, background screening, and business publications, as well as online portals and journalists. Equally important is building a list of opt-in qualified contacts.

How has HRmarketer helped achieve these goals? Using the HRmarketer Services Group and their on-demand HRmarketer.com software, we've generated tremendous brand visibility and created a sustainable pipeline of media and marketing inquiries. HRmarketer has helped us accomplish this by producing valuable content—surveys, white papers, articles—and leveraging this content via direct marketing campaigns to HRmarketer's opt-in list of 140,000 human resource and recruiting professionals. We've also used HRmarketer for press releases, digital creatives, media relations, webinars, and podcasts. In short, we've outsourced a healthy portion of our marketing and PR to HRmarketer.

Tell us about the results. HRmarketer started producing measurable results immediately. Thanks to their expertise in the human resources space, we didn't have to pay them to learn the industry. They have helped us achieve—and often exceed—our media relations and marketing goals. We've authored

feature articles in *Human Resource Executive* and *Talent Management* magazines; we've also been featured in the Associated Press, *Workforce Management*, *HR Executive Online*, ERE, TLNT.com, and others. At a recent SHRM conference HRmarketer secured several briefings with trade magazine editors, providing invaluable face time with key industry press.

Get more publicity, website traffic, and sales leads with HRmarketer.com! Call HRmarketer.com today at **831.685.9700** or visit us online to schedule a free 20-minute demo.

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