



In less than three months of using HRmarketer I have been asked to speak at three national conferences and I have been asked to appear on the FOX Business Report. These opportunities would not be possible without HRmarketer's awesome product.

—Michael Allen,  
President, HR Allen  
Consulting Services



## Marketing and PR Success: A Case Study

**How a Human Resource Consulting and Outsourcing Firm uses HRmarketer to Improve their Visibility and Measure Results.**



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

**What is your company profile?** We are a full service human resource consulting and outsourcing firm specializing with small, medium and growing businesses. We provide a wide range of cost-effective human resource services and products for all types of industry specific companies. Our products and services consist of compliant labor law posters for all states, sexual harassment training, affirmative action plans and more. We differentiate ourselves by offering a full line of HR products and labor law compliant solutions at the fraction of the cost of other HR firms.

**Who is your target buyer?** Our target buyers are ALL businesses for all of our labor law compliant products. However we do specialize with franchises, small, medium and growing businesses by offering Human Resource Management consulting services.

**What are your marketing and PR goals?** Our marketing and PR goals are to further grow HR Allen Consulting Services on a national scale. We want to be the premier one-stop shop for all franchises, small, medium and growing businesses for all their HR and labor compliance needs. We really want to work with companies that offer franchises so that we can help those businesses comply with federal and state labor law requirements.

**How has HRmarketer helped achieve these goals?** HRmarketer has helped me in a number of different areas. First, media relations. HRmarketer has helped me launch an effective media relations campaign and has given me the opportunity to provide human resource editors with timely information for their stories while also promoting my business and myself as an expert in my field. I have also benefited from HRmarketer's conferences database.

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HRmarketer's search-optimized press release function is amazing. It is user-friendly, gives me valuable data on how my press release are read and has significantly improved my company's online visibility and search engine rankings. I also love having human resource journalists at hand through HRmarketer's media outlets database so that I can contact them.

HRmarketer's measurement tools are also quite valuable. Their SEO Keyword Ranking Tool is a great feature that allows me to see where my web site pages rank for various keywords on all major search engines. Having this information available to me at my fingertips is a tremendous asset in my marketing initiatives.

**Anything else?** HRmarketer has improved my company's visibility tremendously. I wish I knew about HRmarketer when I first started my business.

**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.

**P.O. Box 10, Capitola, CA 95010**  
**831-685-9700 • [info@HRmarketer.com](mailto:info@HRmarketer.com)**

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