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—Zachary Misko, Global Director KellyOCG – RPO



## Marketing and PR Success: A Case Study

**KELLYOCG**  
OUTSOURCING & CONSULTING GROUP

### How a Global Outsourcing Firm uses HRmarketer as a “One Stop Shop” For Their Marketing and PR Needs

**Every company needs efficient and effective marketing and public relations that can help increase their visibility and generate sales leads. Find out how one company is doing just that with HRmarketer.com.**

**Company Profile:** Kelly’s Outsourcing & Consulting Group (KellyOCG) is the outsourcing and consulting arm of Fortune 500 human resources solutions provider, Kelly Services, Inc. Since 1995, KellyOCG has delivered best-in-class talent acquisition processes and services with a proven record of success through experience in advanced sourcing techniques, LEAN methodologies and recruitment process design and management. One hundred percent of KellyOCG’s global business capabilities are dedicated to RPO, with over 500 recruitment professionals across 43 sites nationwide and in 27 countries providing recruitment solutions for clients ranging from 75 to 7,000 annual hires.

KellyOCG is recognized as one of the leading providers of innovative outsourced recruitment solutions in the industry. KellyOCG has ranked among the Baker’s Dozen (Top 13 Recruitment Process Outsourcing providers) by HRO Today, a recognized authority in the industry. KellyOCG is one of only four companies to be listed in all of HRO Today’s six yearly rankings.

**Target Buyer:** Human Resource Executives (C-level, VPs, Directors)

**Marketing and PR Goals:** Marketing for us is not just about advertising, as we do in multiple HR and industry forums and publications, but about thought leadership and best- and next-practice sharing.

Because of our active leadership in the industry, KellyOCG is committed to bringing best practices and industry trends to our clients through a variety of forums. We collect industry data and benchmarking information from various sources to share with our clients. This data includes global labor market research, RPO trends and industry best practices. Annually, KellyOCG hosts an Executive Roundtable where we invite our clients’ executives to learn and have open discussion about current global trends in the outsourcing market, organizational challenges, best practices, innovative ideas and “lessons learned.” In addition, we have co-produced the Annual RPO report with the HROA for the last two years.

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These opportunities for communication allow us to share industry trends, best practices, and innovative ideas that keep our clients and prospects on the “leading edge” of the outsourcing industry. In this way, we position KellyOCG as a trusted thought leader and talent acquisition processes and services firm.

**The Challenge:** Increasing awareness of our Kelly Outsourcing and Consulting Group (KellyOCG), as well as differentiating this brand from the brand familiarity Kelly Services is known for – the temporary/staffing side of the business.

**The Solution—HRmarketer.com:** HRmarketer combines so many of the necessary marketing and PR tools into one product, making it an easy “one-stop shop” for all of our marketing, PR and industry awareness needs. This resource, combined with a team dedicated to excellent customer service and follow-up, made it an easy choice for us!

I can now easily identify conferences and event opportunities within our industry, as well as stay abreast of competitors and industry best and next practices. By having access to this information in an intuitive format and in a timely manner, I am more easily able to respond to speaker proposals and review sponsorship and networking opportunities.

**Has HRmarketer Produced a Positive ROI and Paid for Itself?** I have used HRmarketer since January 2009. I began my 2010 event planning this week. In the past, planning our annual event calendar has taken weeks of Internet searching and back-and-forth emailing with conference organizers for information. This year the activity took a few hours and I was able to obtain 90 percent of my information directly from the HRmarketer events tool. What a time saver, not to mention I feel so much better that I haven’t missed opportunities. This exercise alone has justified the annual membership fee.

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

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