



B2B Marketing and PR Success:

A Case Study

Profiles International
imagine great people®

How HRmarketer helps a global workplace assessment firm build their reputation & generate sales leads.

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: Profiles International offers assessment solutions that enable organizations to select the right people for the right job and develop them to their full potential. We have offices and partners in more than 122 countries. We work with clients across the employee life cycle to enhance the productivity and performance of individuals, teams, and organizations. Our solutions can help clients screen out unsuitable candidates, match others with jobs that fit their inherent capabilities, understand the strengths and limitations of successful on-boarding, and identify opportunities to enhance performance and maximize their long-term contribution to the organization.

Target Buyer: Our target buyers include C-Level executives and senior HR leaders who are prospective buyers and influencers— as well as HR consultants, trainers, coaches and recruiters who are prospective re-sellers of our assessments.

Marketing and PR challenges and goals: Our goals include dominating the workplace assessment industry and being a leading global assessment provider.

We have 5 objectives in Marketing:

- > Brand Management – Building a consistent brand globally.
- > Thought Leadership – Positioning ourselves as an authority on human capital management through our research and publishing white papers, reports and blog articles.
- > Lead Generation – Providing our sales team with a steady stream of qualified leads at the lowest possible price per lead, utilizing both inbound and outbound marketing activities.
- > Sales Force Enablement – Helping our sales team convert more leads to sales and make those conversions faster.
- > Channel Partner Recruiting – Building awareness and generating interest among re-sellers (consultants, trainers, coaches and recruiters) to make our assessments part of their offering to clients.

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I originally became an HRmarketer client in 2004 when I was the Division Director of Sales and Marketing for Hay Group. When I took over Marketing at Profiles International nearly 3 years ago, I knew it was the tool I had to have!

*~ Dario Priolo
Chief Marketing Officer
Profiles International*

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HRmarketer has proven extremely useful in targeting select journalists from specific regions to send a customized press release promoting our study. With such a thorough database of media outlets, journalists and editorial calendars, we can always find what we are looking for.

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“Generating company and brand awareness are challenges for us. Therefore we have had a need for increased quality PR and a means to reach out to journalists relevant to this business field. We publish several case studies and reports throughout the year, including *America’s Most Productive Companies*. In this report we outline the most productive companies divided by industry and sub industry.”

How HRmarketer.com Helps Overcome these Challenges and Achieve These Goals: “With HRmarketer’s news distribution system, we are able to send to mass audiences promoting our case studies, research reports and recent news. HRmarketer has proven extremely useful in targeting select journalists from specific regions to send a customized press release promoting our study. With such a thorough database of media outlets, journalists and editorial calendars, we can always find what we are looking for.

In regard to social media challenges, we have recently been focusing on creating a stronger online presence, and with HRmarketer’s monitoring and analytic tools, we can see each time we are mentioned, online, in a blog and on Twitter.”

ROI of HRmarketer: “It is at least 10 times the annual subscription cost. The ROI comes in the form of cost savings and workforce productivity benefits. I can easily justify the cost based on what I save in press releases alone. The subscription paid for itself in just two wire releases that I would have otherwise sent through PR Newswire, and without any reduction in performance. It is also an incredible productivity enhancement, enabling me to do more with a smaller staff. I estimate that it saves me at least one full-time employee per year (\$50K). The ROI has kept me as a loyal client over the past 8 years. It is an essential tool for my team.”

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

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 Purchasing. A hybrid of technology, industry expertise and service, HRmarketer.com features marketing and PR information databases, news distribution, campaign management and measurement & analytics services.

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