



“Before HRmarketer, I did the legwork and researched our marketing opportunities online for trade shows, buyer guides and potential PR opportunities... Although this method helped promote our corporate success to the financial and business community, it did little to reach our target audience of HR professionals.”

*—Cindy Danielson
Marketing Manager*

Marketing and PR Success: A Case Study



How one company uses HRmarketer.com’s tools and resources to educate their target market and generate visibility.

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

Company Profile: QHR Software Inc. has been in business since 1997 and is owned by QHR Technologies, headquartered in British Columbia, Canada. The company develops, implements and supports Quadrant HR™, an integrated HRMS/HRIS software solution. Quadrant HR is a software solution integrating best practices for Human Resources, Staff Scheduling and Payroll into a single system. Quadrant HR is designed to improve employee processes from ‘hire to retire’ for simple to complex workplaces.

Target Buyer: Quadrant HR is widely used by Canadian healthcare organizations including health authorities, acute hospitals, and long-term and continuing care facilities. Other industry clients include U.S. health organizations, public safety and forestry organizations where complex labor rules require robust HRMS automation tools. They actively market to C- and D-Level HR Professionals in both Canada and the U.S.

Marketing and Public Relations Goals: QHR Software wants to keep leveraging the successes of Internet marketing to generate new sales opportunities, and to continue to improve QHR’s brand through an ongoing campaign of traditional and new media.

The Challenge: Marketing Manager Cindy Danielson returned from maternity leave to a part-time work schedule (three days a week vs. full-time prior to leave). This reduction in Cindy’s work schedule challenged her to find a way to still accomplish all the tasks required of her job, but in less time. This led her to investigate the services of HRmarketer.com.

“Before HRmarketer, I did the legwork and researched our marketing opportunities online for trade shows, buyer guides and potential PR opportunities,” Danielson says. “Also, press releases were distributed by our parent company QHR Technologies. Although this method helped promote our corporate success to the financial and business community, it did little to reach our target audience of HR professionals.”

“We weren’t distributing press releases over a newswire due to their high cost—about \$600 apiece. HRmarketer charges a fraction of that and makes wire releases much more cost effective.”

The Solution—HRMarketer.com: Danielson recognized that HRmarketer's Direct2Net newswire service and media contacts database could help her expand QHR's audience and help them to better educate their target market. Using HRmarketer's database of HR media outlets, she created her own customized lists of journalists to distribute press releases to. This one feature alone saved her hours of research and increased visibility for the company.

QHR Software was able to expand its press release distribution beyond journalists, as well. “We weren’t distributing press releases over a newswire due to their high cost—about \$600 apiece. HRmarketer charges a fraction of that and makes wire releases much more cost effective.” The company uses client case studies to promote its products, but in the past, that promotion was limited to a corporate audience. As a result of promoting case studies via Direct2Net, QHR Software had a case study picked up by Canadian HR Reporter. In addition, the company began to appear on Google and other key search engines. That increased QHR Software's search engine optimization (SEO), which meant more potential customers learning of their products and going to their website for further information.

As a benefit of membership, the HRmarketer media relations team, led by Elrond Lawrence, reviews up to one press release per month. Danielson appreciates the individual help she gets from HRmarketer's media team. “It's a pleasure to work with them. They are always there to provide guidance. Elrond taught me how to write an effective release.”

HRmarketer's tools and resources increase QHR Software's visibility in the HR space without adding another marketing staff person. Danielson saves several hours of work per week, which equates to several thousand dollars per year. She reports that the time savings, however, is the biggest benefit. She is able to not only perform her job duties at a reduced work schedule but also to explore new opportunities that she had not previously had time for.

Get more publicity, website traffic, sales leads and improve your search engine rankings 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 the no. 1 marketing and PR firm for companies selling to human resource departments. Founded in 2000, nearly 500 human resource and benefit suppliers have used HRmarketer to generate publicity, website traffic, sales leads and improved search engine rankings. For more information, visit us online at www.HRmarketer.com.

HRmarketer
publicity. traffic. leads.
Services