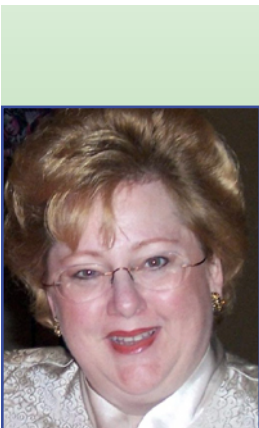


# Marketing and PR Success: *A Case Study*

How one company uses HRmarketer.com's  
Marketing PR expertise to generate sales leads



"HRmarketer understood so intimately how press releases get picked up online and provided the tools and expertise on how to determine the best search terms to drive website traffic and sales leads; the marketing press release gives us tremendous results."

—Nancy Morales  
President and Founder  
Axiome Sourcing

**E**very 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.com.

**COMPANY PROFILE:** Founded in 2004, Axiome Sourcing helps companies reduce costs, enforce policies and minimize risks associated with sourcing and managing global contingent labor and third-party services. Axiome's Resource Management System (ARMS<sup>SM</sup>) a best-in-class business process management (BPM) suite, enables governance through technology to improve business agility and operational performance.

**TARGET BUYER:** Axiome Sourcing targets companies in need of contingent labor staffing and services supply chain governance.

**MARKETING AND PUBLIC RELATIONS GOALS:** Axiome Sourcing is a relatively new competitor in the contingent labor management space and needed a quick and innovative way to drive sales leads.

When they created a new webinar entitled "Global Services Outsourcing Trends and Technology," they wanted to make the most of their marketing effort by advertising it as an upcoming webinar. There would then be an accompanying

white paper distributed to the webinar attendees, both of which were valuable tools for prospective customers. Axiome's primary campaign goal was to drive people to sign up for the webinar to receive the white paper, thus generating sales leads.

**THE CHALLENGE:** President and Founder of Axiome Sourcing Nancy Morales had long relied on traditional press releases to establish her credibility in the industry and get her name out, but she needed a more proactive and cost-effective marketing activity to promote the webinar and white paper, increase her website traffic and ultimately generate more sales leads.

**THE SOLUTION – HRMARKETER.COM:** Morales had never used the traditional press release as a marketing tool before partnering with HRmarketer. Her first "marketing press release," optimized with the help of HRmarketer professionals, drove 52 leads and increased website traffic by 32 per cent.

Marketing press releases are releases that are optimized to enhance online visibility and generate sales leads, reaching past the media and speaking directly to buyers and purchasing influencers.

"People were really driven to sign up for the webinar because they wanted the white paper," Morales says.

**“If you have a press release that is filled with applicable content for your industry, you’re building credibility and putting information in the marketplace.”**

HRmarketer helped Morales understand that the most successful marketing press releases and offers are those that provide something of value to the marketplace – whether it is a strategy, a trends update or a relevant business forecast.

“If you have a press release that is filled with applicable content for your industry, you’re building credibility and putting information in the marketplace,” Morales says.

“[Potential customers] want to hear the dirt... they don't necessarily want to buy something but they're looking for informed sources they can trust. Then, when they are ready to buy, you have already established your credibility and industry acumen.”

Morales believes that much of the success of the press release was due to the review and one-on-one consultation by an HRmarketer professional. They worked together to optimize the release, for both SEO purposes and visibility.

HRmarketer pioneered the use of Marketing PR – the blending of two

traditionally separate departments (PR and marketing) into one united front. In Marketing PR, all marketing and media relations tactics support measurable marketing objectives such as online publicity, website traffic and lead generation, as well as print media placements – a traditional PR metric.

**BOTTOM LINE:** Of the 52 people who responded to the Axiome marketing press release, 25 were qualified and negotiations are underway with three.

Since that time, Morales has written another press release for a second webinar, with even better results. She will continue to leverage marketing press releases to create visibility and drive leads via HRmarketer.com.

Morales concludes, “HRmarketer understood so intimately how press releases get picked up online and provided the tools and expertise on how to determine the best search terms to drive website traffic and sales leads; the marketing press release gives us tremendous results.”

**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 the No. 1 marketing and PR service in the human resources industry, helping hundreds of HR service providers increase their publicity, web site traffic and sales leads. Launched in 2002 and used by over 300 suppliers, HRmarketer combines a database of marketing and PR information with execution, campaign management and business intelligence tools. For more information, visit us online at [www.HRmarketer.com](http://www.HRmarketer.com).