

# Marketing and PR Success: *A Case Study*

How one company uses HR Marketer™  
to simplify its marketing and PR planning



**E**ven the most skilled marketers need help finding the resources necessary for effective marketing and PR planning. Find out how one company saves time and money while increasing the effectiveness of their marketing and PR activities.

**COMPANY PROFILE:** Founded in 1996 and headquartered in Hunt Valley, Maryland, RewardsPlus is a leading provider of benefits management technology. RewardsPlus' Benfinity system is a suite of Web-based applications and professional services designed to simplify and automate the communication, self-service enrollment, and ongoing post-enrollment administration of employee benefit programs.

**TARGET BUYER:** RewardsPlus targets human resource executives at employers with 500 or more employees. The company currently serves many national corporations including Unilever, AT&T, and National City Corporation.

#### **MARKETING AND PUBLIC RELATIONS**

**GOALS:** Generating sales prospects and establishing a corporate identity are the two most important aspects of RewardsPlus' marketing and PR campaigns.

**SOLUTION:** RewardsPlus chose HR Marketer to help simplify their advertising and conference planning. They were excited to find an online marketing and PR service that focused

solely on the human capital industry, helping companies that sell to human resources executives.

HR Marketer tracks and maintains information on hundreds of human resources conferences, trade shows, associations, and publications – sourcing key journalists, analysts, editorial calendars, speaking opportunities, advertising and promotional information, exhibiting fees, list rentals, award competitions, and buyer guides.

By subscribing to HR Marketer, RewardsPlus gained access to a number of popular features including:

- Unlimited distribution of press releases to journalists covering the human capital and workforce industry.
- Guaranteed placement of press releases on Internet news portals and search engines like Yahoo! and Google – including viewing statistics.
- Access to a media relations service that evaluates and edits press releases to strengthen their news value.
- Automated alerts for speaking opportunities and award competition deadlines.
- Advanced notification of editorial opportunities direct from the journalist writing the stories – from the Wall Street Journal to HR Executive.
- Activity, measurement, and financial/budget reports on all marketing and PR activities within a specified time frame.



**“HR Marketer paid for itself after only a few weeks.”**

—Betsy Turnbaugh,  
RewardsPlus

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Launched in 2002, HR Marketer has since become a “must have” for hundreds of HR service providers including recruitment and staffing, employee benefits, workforce management, training and development, outsourcing, and consulting firms.

**RESULTS:** HR Marketer is meeting all of RewardsPlus' expectations. They use the publications, conferences and expos, and the marketing calendar features the most. HR Marketer has helped make planning for advertising and conferences easier.

“Having HR publication and conference information at our fingertips saves us a lot of time,” says Betsy Turnbaugh, VP of Marketing at RewardsPlus.

“During the planning process, the tool was extremely helpful. It cut my planning time in half. We also now send our releases to more trade publications and as a result, our company has received more and better media coverage.”

**BOTTOM LINE:** “HR Marketer paid for itself after only a few weeks,” says Turnbaugh. “I now have easy online access to hundreds of HR publications, conferences, associations and so much more. This tool is a must have for anyone who markets to HR professionals. In addition to making our advertising and conference planning easier, we've also received more media coverage. We used to send out our news releases over the business wire and to an internally maintained list of trade publication contacts. HR Marketer allows us to create a better, more customized and up-to-date media list of HR journalists and simplifies the process of sending press releases.”

The screenshot shows the HR Marketer website interface. At the top, it says "HR Marketer" and "The marketing and PR solution for companies selling to human resource professionals." There are links for "SEARCH SITE", "MY ACCOUNT", and "SITE GUIDE". The date "February 5, 2004" is displayed in the top right. The user is logged in as "Betsy Turnbaugh". The main content area is divided into three sections: "Deadlines" (showing "You currently have no deadlines set."), "Alerts" (showing "To create your personalized alerts, click here"), and "Announcements" (listing several editorial queries with deadlines). A sidebar on the left contains a navigation menu with items like "Publications", "Search EdCals", "Email Media Contacts", "New Journalists", "Media Relations", "Conferences & Expos", "Membership Associations", "My Favorites", "My Marketing Calendar", "Award Competitions", "Analysts", "Online Buyer Guides", "Support", "Market Monitor", "Marketing and PR Tips", "Marketing 101 - The Basics", "Use/Sell Your HR Training Courses", and "Use/Sell HR Compliance Training".

HRMarketer “welcome” page

**Get more publicity, website traffic, and sales leads with HRmarketer.com!  
Visit [www.hrmarketer.com](http://www.hrmarketer.com) for more information and a demo.**



**About HR Marketer:** HR Marketer is a web-based marketing and public relations service for companies that sell to human resource executives. Launched in 2002, HR Marketer is already a “must have” for hundreds of leading HR service providers, including recruitment and staffing, employee benefit, workforce management, training and development, outsourcing, and consulting firms.

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