

Marketing and PR Success: *A Case Study*

How one company uses HR Marketer™ to develop and maintain an aggressive and effective marketing and public relations campaign



Even the most skilled marketers need the cost-effective resources necessary for effective marketing and public relations. Find out how one company is scoring major media hits with HR Marketer's PR services and support.

COMPANY PROFILE: The Center for Effective Performance, Inc. (CEP) was incorporated in the state of Georgia in 1985. Since then they have continued to expand and grow, and CEP's reputation as a source for quality training and performance improvement services has grown as well. In 1996, they became the publisher of all of Dr. Mager's renowned books on training and performance improvement. Through CEP's Workforce Performance Consulting services, they have worked on many large projects with clients such as Whirlpool (training to support global initiatives), Fort James (training for implementation of SAP), Budget Rent A Car (development of training for a new global reservation system), UNICEF (needs assessment and training development to improve health care delivery in Africa), and Marriott (design and development of a criterion-referenced training course for Business Travel Sales Managers) to name only a few.

Today, CEP is an internationally recognized performance improvement consulting company focused on helping organizations turn their workforce into a competitive advantage, especially in high risk situations such as mergers, acquisitions, downsizings, restructurings and major system implementa-

tions. Through a worldwide network of over 80 consultants, CEP brings more than 800 years of collective experience to the field of improving workforce performance.

TARGET BUYER: CEP targets human resources executives, training professionals, and CFO's in Fortune 500 companies to help them execute critical strategies with certainty by ensuring the workforce has the required skills, motivation, tools and resources to meet management expectations.

MARKETING AND PUBLIC RELATIONS

GOALS: CEP's primary marketing goal is to generate new sales leads by increasing awareness of their consulting expertise and differentiating their organization from companies that only focus on training development, as they are a full-service provider of performance improvement solutions.

THE CHALLENGE: CEP had never engaged in any media relations outreach efforts until recently. Although they had been in business for almost two decades, most of their audience knew them only for their renowned Mager workshops on training and performance improvement. In fact, many of their own customers were unaware that they also offer strategic consulting on critical workforce performance issues, one of their primary service offerings. CEP also had not developed relationships with journalists covering the HR space, and realized it needed to be proactive to gain press coverage.

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—Paula Alsher,
VP of Sales and Marketing

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SOLUTION: In order to reach out to their customers, prospects, and the media, CEP developed and implemented an aggressive PR campaign. Each month they write and distribute a “thought leadership” oriented press release targeting HR and workforce journalists. They also send their releases to the Internet search engines and news portals such as Google, Yahoo!, and MSN.

As a result, CEP has scored a major media hit with each press release, and sometimes more than one! Their news is picked up regularly by trade publications and e-newsletters, and their CEO and President have been interviewed several times as a result of various releases.

HR MARKETER’S ROLE: CEP chose HR Marketer because it is the only online marketing and PR service that focuses solely on the human capital industry. HR Marketer’s Media Relations team helped CEP develop a sound PR strategy and write releases with true news value; HR Marketer’s press release distribution tool allows CEP to send unlimited press releases to the largest and most up-to-date database of HR and workforce journalists across North America.

Plus, HR Marketer’s Direct2Net Internet wire service secures guaranteed placement of CEP’s press releases on Google, Yahoo!, MSN and other major Internet search engines and news portals, getting their releases to the search engines that represent 80% of all Internet traffic.

With these two services, CEP soon realized that no other PR distribution service gets them more media coverage in the HR space than HR Marketer, at a fraction of the cost of hiring a full-time agency or using traditional wire distribution services.

“HR Marketer has helped get our public relations efforts off the ground,” says Paula Alsher, VP of Sales and Marketing. “They’ve given us the greatest chance for success!”

CEP soon discovered that HR Marketer also 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.

HR Marketer also provides companies with an interactive marketing planner and automated deadline reminders that help them accomplish their goals.

BOTTOM LINE: “With HR Marketer’s online services and dedicated support, we have been able to truly stretch our marketing dollars and achieve some of our major goals at virtually no additional outside cost,” says Alsher. “We use all of HR Marketer’s media relations services, and the resulting releases and articles help with our sales efforts giving us the desired credibility we need strategically to succeed.”

**Get more publicity, website traffic, and sales leads with HRmarketer.com!
Visit 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, payroll, employee benefits and health care, insurance, training and development, rewards and incentives, ERP and HRIS solutions, workplace and performance management, legal, consulting, and HR outsourcing.

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