

Marketing and PR Success: *A Case Study*

How one company uses HRmarketer.com to create a timely and highly effective marketing and public relations campaign.



Even the most successful companies need the cost-effective resources necessary for effective marketing and public relations, especially when fighting for market share with larger corporations. Find out how one company is staying competitive with HRmarketer.com.



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—Bill Gaul,
Founder and President

COMPANY PROFILE: The Destiny Group is a privately held corporation founded in 1997 and headquartered in San Diego, CA. Destiny forms an integrated recruitment network, specializing in professional transition assistance to individuals with military content in their background. Specifically, Destiny assists officers, NCO/enlisted personnel, military spouses, and former military personnel (both junior and senior), in acquiring the interview skills to feel confident, and the resources to network with the right people at hiring corporations, all without any cost to the applicant.

Destiny developed Patent-Pending Technology that not only creates a winning resume for the applicant online, but also includes an accompanying portfolio profile that adds much more depth to the typical resume. In addition to the personal profile, the system allows applicants to add opt-in “virtual online interview system” (VOIS™), a personal photo, and their last four years of performance evaluations, thus giving the hiring manager a more “complete picture.”

Destiny also pioneered the concept of removing the contingent referral fee within the military job placement business, opening up many more opportunities for veterans and saving thousands of dollars in recruiting fees for both small and large employers.

The Destiny Group Recruitment Network was selected by CAREERXROADS for the past 3 years in a row as one of the 50 BEST employment websites in the world. Based on Destiny’s unique content and technology, the site ranks best for both corporate and transitioning military personnel. And according to Alexa.com, it is the highest ranked online military recruiting website.

TARGET BUYER: The Destiny Group targets employers wishing to diversify their workforce by identifying talent with proven leadership and skills from a military background, and to provide employers the tools to be “military friendly” in their hiring practices.

MARKETING AND PUBLIC RELATIONS GOALS: The Destiny Group is a small, veteran owned business that competes with large corporations for its recruitment market share. Because its marketing budget is a fraction of what large corporations spend on branding and advertising, Destiny’s primary marketing goal is to gain credibility through targeted press releases

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that increase employer awareness of the significant role they play in the recruitment space.

THE CHALLENGE: When a large company acquired one of Destiny’s primary marketing partners, it threatened their market share and their well-positioned industry ranking. They realized that if they didn’t act fast, it would severely impact their business.

THE SOLUTION: In order to prevent a negative impact on their business, Destiny established several new marketing alliances with a prominent partners in the recruitment space, (for example BizJournals) and then distributed a series of perfectly timed press releases that created the awareness desired to retain their existing market share, and to continue their growth. Additionally, Destiny positioned itself as the “developer” of the “Military Friendly Employer Icon” to be awarded freely to employers that registered through their network. By doing so, The Destiny Group received spotlighting in *HR Executive* magazine among other leading publications.

HRMARKETER.COM’S ROLE: The Destiny Group chose HRmarketer.com because it is the only online marketing and PR service

that focuses solely on the human capital industry, providing them with hands-on media relations assistance, plus access to a myriad of informational databases – including hundreds of human resources conferences and expos, associations, publications, key journalists, analysts, editorial calendars, speaking opportunities, advertising and promotional information, exhibiting fees, list rentals, award competitions, buyer guides, and much more.

“HR Marketer’s Media Relations team quickly reviews our press release drafts and gives us excellent suggestions on how to improve our ‘newsworthiness,’” says Bill Gaul, founder and president of The Destiny Group. “The fact that we can send our releases directly to HR and workforce journalists through HRmarketer.com – and to the Internet search engines and news portals – gives us the significant exposure we need to succeed.”

BOTTOM LINE: “We could never afford a marketing or PR firm to deliver the results that we’ve gained using HRmarketer.com,” says Gaul. “Their service helps us keep our costs down and allows us to pass along the savings to our customers, giving us the competitive edge.”

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About HRmarketer: HRmarketer is a web-based marketing and public relations service for companies that sell to human resource executives. Launched in 2002, HRmarketer 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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