

Marketing and PR Success: *A Case Study*

How one company uses HRmarketer.com to create and maintain their national presence at a fraction of the cost of a retainer-based PR service.



Every company needs a cost-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.



"I immediately saw the benefits and capabilities of HRmarketer and approved the purchase of the service. They are constantly adding new features and functionalities and truly care about their customers' needs."

—Mike Hayes,
VP of Sales and Marketing

COMPANY PROFILE: Based in Bellevue, Wash., Ascentis Corporation was founded in 1994 by thought leaders in both technology and human resources. A pioneer in human resources management systems (HRMS), Ascentis' flagship product – HROffice – provides small and mid-sized companies with automated, integrated, and electronic HR and benefits management.

Connect, communicate, and control all aspects of HR with HROffice. The HROffice product line includes employee self-service tools (with online benefits enrollment) and seamlessly connects to most payroll providers, insurance carriers, and ERPs. Eliminating the paper process, HROffice products build on the latest Microsoft technologies and easily integrate with those tools HR departments are already using on a day-to-day basis such as Microsoft Word, Excel, Outlook, SQL Server, and IIS.

As a Microsoft Gold Certified Partner, Ascentis was named by Deloitte & Touche to the Deloitte & Touche prestigious 2004 Technology Fast 50 list for the second year in a row and is ranked one of the 50 fastest growing technology companies in Washington State. Workforce Magazine listed Ascentis to its "Hot List" of top HRMS providers in 2004 and 2005.

TARGET BUYER: No matter the industry, an organization has human resources needs. Once a company has over 25 employees, Ascentis

suggests they consider automating their HR and benefits management processes to maintain accurate and compliant employee information. Ascentis targets institutions with 25 to 2,500 employees.

MARKETING AND PUBLIC RELATIONS

GOALS: Ascentis's marketing and public relations goals are to keep HROffice and all of its products positioned as the industry leaders and to be a major competitor in the HRMS space for small to mid-sized organizations.

THE CHALLENGE: In 2002, marketing and public relations was practically non-existent at Ascentis. When Mike Hayes joined Ascentis that same year as the Vice President of Sales and Marketing, he realized quickly that things had to change if they were to be industry leaders. He created an internal marketing department and expanded the Ascentis sales team.

But, Hayes knew Ascentis still needed additional marketing and PR support as they struggled to keep up with the work their growing success created. Managing burgeoning media lists, editorial opportunities, conferences and trade shows, speaking opportunities, and other marketing opportunities in the HR space became more difficult. Plus, press release distribution services like Business Wire and PR Newswire – although both great services – didn't include the relevant HR publications covering HRMS, payroll, and benefits that Ascentis needed to target – nor did these other services track industry events, speaking and byline article opportunities, award competitions, buyer guides, list rental sources, and other key informational databases relevant to the human capital space.

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THE SOLUTION – HRMARKETER.COM:

That’s when the Ascentis marketing team found HRmarketer.com – the number one marketing and PR service that focuses solely on the human capital industry, providing HR service providers access to a myriad of informational databases – including hundreds of HR 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.

Ascentis soon discovered that HRmarketer lists every possible HR, benefits, payroll, and employee-related publication, along with business trades, business journals, and major metropolitan newspapers. Each publication profiled in HRmarketer includes all of the editorial contacts, list rental information, advertising information, and much more. Ascentis creates their own targeted media lists and emails unlimited press releases to the relevant editorial contacts.

In addition to reaching the right editorial contacts, Ascentis also uses HRmarketer’s Internet wire service called Direct2Net. Direct2Net allows Ascentis to dramatically increase the exposure of their press releases by submitting them to major search engines like Google, Google News, Yahoo, Yahoo! News, MSN, and AltaVista, which journalists are increasingly using to collect story information.

With Direct2Net, Ascentis can view comprehensive statistics on how often their release was viewed, what search engines accounted for the majority of views, and the most popular keywords within the release (i.e., what search terms were most often used to locate the release). Ascentis recently received over 140,000 views on one single press release using HRmarketer’s Direct2Net service! And now Ascentis can optimize their press releases and enhance their SEO by creating keyword rich links within their press releases. No other major wire service currently offers this feature.

“I immediately saw the benefits and capabilities of HRmarketer and approved the purchase of the service,” says Hayes. “They are constantly adding new features and functionalities and truly care about their customers’ needs. Recently they announced a new feature called HRintelligence that tracks editorial and advertising placements in the major industry trade publications for all HR service providers. This service is fantastic and helps us monitor our competitors and track our own editorial and advertising placements. HRmarketer is always one step ahead of its competition.”

BOTTOM LINE: “HRmarketer was impressive when we bought it and it continues to become even more and more powerful,” says Hayes. “We credit their service with the national presence we now have, and at a fraction of the cost of a retainer-based PR service.”

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.



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 visibility and generate sales leads. Launched in 2002, 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.

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