

Marketing and PR Success: *A Case Study*

How one company uses HRmarketer.com to reach specific market segments with targeted messaging.



Every 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: BlessingWhite is a global, employee-owned HR consulting firm that partners with companies strategically committed to developing their leaders, engaging their employees and creating an environment that sustains high-performance, commitment and satisfaction at all levels.

Headquartered in Skillman, New Jersey, with offices in Chicago, San Francisco, the United Kingdom, and Australia, BlessingWhite has over 30 years of experience in assessing client needs and blending their capabilities into unique solutions. Founded in 1973 and employee-owned since 2001, BlessingWhite is the expert in helping companies execute their business strategies through their people.

TARGET BUYER: BlessingWhite's target buyers are organizations that are committed to aligning and engaging employees as a key business strategy for achieving corporate goals. Since BlessingWhite's solutions address a wide range of related business issues, they work with all levels of organizations – from the C-suite to the mail room.

Their market focus is primarily on the HR industry and, as appropriate, the narrower niches of organizational development, hiring and recruiting, and training. Business leaders in specific industries and functions are also targeted.

MARKETING AND PUBLIC RELATIONS

GOALS: Deb Ackles, Director of Marketing for BlessingWhite, manages a consistent brand and broadcasts the company's leadership via various marketing vehicles (i.e., speaking engagements and bylined articles) while simultaneously increasing lead generation. Her primary marketing and public relations goal is closely tied to the corporate mission – to position BlessingWhite as an industry thought leader helping companies engage employees in their strategic goals to ensure increased productivity and ultimately profitability.

THE CHALLENGE: “We are a small company with a big footprint. We have an excellent reputation with our clients, quality solutions and committed employees. But because we are barely 100-employees strong, we must each wear a lot of hats and juggle a lot of balls,” said Ackles. “This means priorities are often shifting and flexibility is the name of the game.”

“I do not have the luxury of a large marketing department with writers, designers, or assistants scoping and managing the conferences where we speak. And I do not have a PR agency or coordinator helping to get our thought leadership out to our target market. And most of all, I do not have time to personally manage all of the above. But, our message and results are strong and powerful, we achieve results for our clients.”

THE SOLUTION – HRMARKETER.COM: To manage the challenging situation outlined above, one that many small companies face today, BlessingWhite turned to HRmarketer.com – the no. 1 marketing and media visibility service that



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focuses solely on the human capital industry, giving 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.

Ackles acknowledges that not only does having the right tactical tool matter for her marketing programs, but she has learned that the more strategic her team is in developing content that gets to the heart of organizational struggles – whether it's helping managers become better coaches to their employees, identifying tips for new employee onboarding, or discussing the benefits of employee engagement to an organization – the issue must matter. So, Ackles develops content that can ignite a dormant flame for a VP of HR or help a wary line manager connect with his/her direct reports.

“It is all about reach. How can we reach a broad audience with succinct content and success stories that demonstrate the power we have with our market?” BlessingWhite has been very successful in developing quality content and helping more than three million individuals in over 2,000 organizations, but Ackles admits, “We still need to reach out to our future clients.”

That means having articles picked up by a variety of media outlets interesting to their target market, as well as speaking at conferences where future clients are likely to attend.

“HRmarketer has done all of the legwork for press release and article distribution. They have streamlined the process of selecting and reviewing editorial calendars and building media distribution lists that allow mass exposure of our press releases and articles with only a few clicks,” said Ackles.

“Ultimately, HRmarketer allows me to spend less time on the activity of reaching my target market and more time creating the content that is important to them.”

BOTTOM LINE: HRmarketer understands companies like BlessingWhite that need to invest in developing and marketing quality products and solutions, but still need the benefits of a marketing and PR agency – and at a fraction of the cost.

Ackles concludes, “This cost-effective online tool not only allows us to reach our target market, but allows the flexibility for ongoing PR even when I'm not wearing my PR hat.”

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.



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