

Marketing and PR Success: *A Case Study*

How one company uses HRmarketer.com to polish their marketing message...

AMS benefits



“HRmarketer’s marketing tools and resources are invaluable. Their staff is attentive and understands our marketplace, allowing us to focus on execution.”

—Stuart Spector,
General Manager

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: AMS Benefits, of New Port Richey, Florida, provides software and services to employee benefits firms throughout the country. As a division of Vertafore Inc., the AMS Benefits Suite is comprised of AgencyCenter and BenefitsCenter: AgencyCenter offers employee benefits brokers and agencies a web-based, workflow management system for managing sales, implementation, commission tracking, policy management and renewal processes. The broker-centric BenefitsCenter application provides online benefit plan administration tools deployable at a variety of levels.

TARGET BUYER: AMS Benefits offers affordable, easy-to-use solutions that immediately impact profitability, efficiency and effectiveness while improving client relations. With a broker-centric approach to business, AMS targets employee benefit brokers and agencies.

MARKETING AND PUBLIC RELATIONS

GOALS: Stuart Spector, General Manager of AMS Benefits, wanted to build awareness of his company and products and generate sales leads. He wanted to do this by placing bylined articles, distributing press releases to secure media placements, attending conferences, and launching direct marketing and advertising campaigns. He also wanted help in determining which messages seemed important to his target market.

THE CHALLENGE: Spector said, “As a new division in a new industry, we struggled to find strong marketing talent to support our in-house national marketing needs. But I still needed the benefits of a marketing and PR agency without the huge agency costs.”

THE SOLUTION – HRMARKETER.COM: After shopping around for a viable solution, Spector settled on HRmarketer.com – the number one marketing and PR service that focuses solely on the human capital industry. “The folks at HRmarketer.com listen and they understand our marketplace,” says Spector. “HRmarketer gives us access to a myriad of informational databases and press release distribution tools to help us meet our marketing and PR goals. The entire staff is very responsive and makes you feel like you are their only client.”

BOTTOM LINE: HRmarketer has helped AMS Benefits consistently secure high-visibility media placements, place byline articles, identify exhibiting opportunities and generate qualified leads. HRmarketer understands companies like AMS 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.

Spector concludes, “The methodology behind marketing has been the same for decades. The spoils go to the company who can track marketing results, make justified adjustments and then repeat the marketing cycle again. With HRmarketer.com, we are able to do just that.”

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.



P.O. Box 10, Capitola, CA 95010

831-685-9700 • info@HRmarketer.com

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.