

Marketing and PR Success: *A Case Study*

How one company uses HRmarketer.com to increase publicity, site traffic and leads...

Leade
HEALTH *Leaders in Health Coaching*



HRmarketer has taken a personal interest in helping Leade Health achieve success in our industry. They continue to work as our partner playing a strong consultative role and not as a “contracted service.”

—Michael D. Mulvihill, CEO

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: Leade Health is a disease prevention firm that assists corporations, health plans and governments decrease medical costs by supporting individuals in changing behavior that compromise their health and productivity. Leade is an innovator in the health and wellness community focusing on weight management, stress management, tobacco cessation and cardiovascular health through health coaching and lifestyle management.

TARGET BUYER: Corporations, Health Plans and Governments.

MARKETING AND PUBLIC RELATIONS GOALS: To become a market leader in Health Coaching by educating our purchasers and consumers regarding the definition, the benefits and the best practices of Health Coaching. Search Engine Optimization (SEO), unique visitors to our website, downloads of our white papers and direct inquiries by prospects are further goals of our marketing and PR efforts.

THE CHALLENGE: Being a small company, Leade Health was virtually unknown in the industry. Also being small we didn't have the human resources to dedicate to marketing and

PR efforts. Therefore, the challenge to Leade Health was to brand its products and generate sales and marketing inquiries and activities.

THE SOLUTION – HRMARKETER.COM:

HRmarketer helped us to develop a plan and a strategy to achieve our marketing/PR goals. Their early work with us focused on our market differentiators and tailoring our messages to the marketplace, which was incorporated into our marketing collateral. The next phase involved using HRmarketer.com to launch an aggressive public relations campaign involving monthly press releases tied to company achievements and industry specific white papers. HRmarketer has been a valued and trusted source for helping us to become a recognizable name in the health and wellness industry on a national scale.

BOTTOM LINE: Last March, our SEO ranking on Google was approximately 188 with a goal of being in the top 10. Today we are holding steady at number 7 with an occasional ranking as high as #2! With every “marketing” press release and white paper that we release, we continue to build the unique visitor traffic to our website and fill our pipeline with prospective clients. Furthermore, marketing press releases sent via HRmarketer.com has resulted in over 400 downloads of our whitepapers during a three month period. We have also secured a number of key media placements.

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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