

press releases



EdCal tracking
bylines



award competitions



media placements



tradeshows

for companies selling to
**Human
Resources**

HR Marketer™

one site puts you in touch with

advertising

tradeshows

conferences

direct marketing

speaking opportunities

editorial coverage

and more

Your Job



Successful marketers know the goal of marketing: sell more of their product or service to more people. By consistently putting their core message in front of buyers at key customer contact points—via direct marketing, exhibiting at conferences and tradeshows, advertising, media placements, speaking engagements and other pr and promotional tactics—brand awareness is built and sales leads are generated.

Unfortunately, countless hours of time are spent on costly administrative activities (creating and maintaining media lists, researching tradeshow, finding speaking opportunities, etc.) prior to executing marketing tactics.

The more time dedicated to administrative activities, the less time spent on strategy and execution. In today's highly competitive marketplace, where execution is a constant, this puts you at a competitive disadvantage. You and your staff simply cannot afford to be bogged down with administrative tasks.

Your Problem



Your Solution

Introducing HR Marketer™. HR Marketer will help you create, execute and manage your tactical marketing plan – helping you to build your brand, generate leads and grow your business – while saving you time and money.

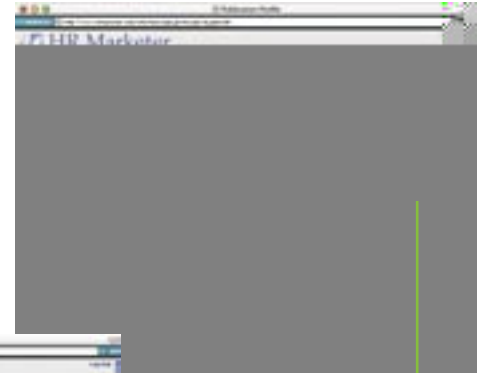
Here's what HR Marketer can do for you.

Plan

HR Marketer tracks and maintains information on hundreds of human resources conferences, trade shows, associations and publications — sourcing key journalists, analysts, editorial calendars, speaking opportunities, advertising and promotional information, exhibiting fees, list rentals, award competitions, online product directories and breaking news. It's all in one place and it's updated daily.



Access up-to-date information on state, regional and national HR event including exhibiting fees, call for presentation deadlines, expected number of attendees and even local hotels with blocked-room discounts. HR Marketer also negotiates exclusive exhibiting discounts with major conference organizers.



View updated editorial calendars for hundreds of HR and related publications.



View profiles for hundreds of HR and related publications including information on advertising, byline article policies, list rentals and editorial contacts/preferences.

Execute

Think your PR firm is maintaining these lists? Think again. Unless your agency focuses exclusively on the HR space, it is virtually impossible for any one agency or PR service to dedicate the time necessary for tracking the thousands of editors and staff writers found in HR Marketer. In fact, many of the human capital industry's leading PR firms rely on HR Marketer for THEIR information.



Send your press releases to over 1,000 journalists covering the human capital and workforce space, from HR trades to major daily newspapers, local business journals, business periodicals, eNewsletters and eZines. You may also upload your personal media contacts.



Keep a history of all the releases you send, the distribution list and the actual press release copy.

Track



HR Marketer will automatically remind you about upcoming conferences, speaking proposal deadlines, award competitions and breaking editorial opportunities direct from the journalists writing the stories.

The tactical marketing calendar houses all your marketing activities. In addition to being a powerful planning tool, the calendar allows you to retrieve historical information of all your marketing activities and identify important gaps in your marketing plan.

Measure



Use HR Marketer to measure the effectiveness of your marketing activities. Want to know how many leads you generated on tradeshows last year? It's all here, and more.

Select the type of report you need, the date range and get valuable information. You're asked to prepare a report for the board on all the company's marketing initiatives over the last

12 months. No problem. Two clicks and you have the information – and, you're leaving the office on time.

Report/ Collaborate

Collaboration tools allow you to assign viewing rights to your Marketing Calendar and Reports, allowing remote/internal staff to quickly access your company's planned and historical marketing activities. The feature is ideal for sharing information and/or coordinating marketing meetings involving outside or remote marketing, sales and pr staff.



	Existing	Companion	Attended	Presented	Sponsored	Travel	Lodging	Other	Contingency	Confirmed
10-1-10-10 The International ... Marketing ...	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
10-1-10-10 4230 ... Conferences & Expos	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
10-1-10-10 4230 ... Conferences & Expos	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000

Get comprehensive reports of all your marketing expenses— from advertising to total amount spent on exhibiting and direct marketing.

Budget

Our Account Executive Team

HR Marketer is built and maintained by seasoned HR marketing executives just like you. Our team has decades of combined experience in marketing to HR professionals. We create successful tactical marketing plans for leading HR vendors, go to the tradeshows you go to, read the same HR trades and eNewsletters that your buyers read. In short, we are as passionate about the human capital industry as you are. It's what we do each and every day and we'll do everything we can to meet your needs.

From the moment you sign on, we're working for you. We'll send you articles we think you'll find useful, alert you to editorial opportunities, even process media kit and tradeshow prospectus requests so you won't have to. It's like having a dedicated marketing and PR assistant – at a fraction of the cost.

Contact us today to find out how we can help you. By phone, 831-460-9700; email, info@hrmarketer.com; or internet, www.hrmarketer.com.

HR Marketer

Our Customers

Without satisfied customers, we'd have no business – we'll never forget this. Our exponential growth is a testament to our dedication, industry knowledge and desire to serve you. We refuse to accept the status quo in anything we do.

Our client list is a who's who in successful HR brands, including leading job boards, recruitment and staffing firms, payroll companies, consulting firms, outsourcers, financial services firms, eLearning companies, insurance and employee benefit providers, even work/life and EAP companies.

If you sell a product or service to HR professionals, you are at a competitive disadvantage without HR Marketer.

Here's what some customers say about HR Marketer

...quite simply,
the best collection
of human resource-specific
marketing and PR resources
and tools available on the Web.

Alan King, COO, Workplace Options

“...does the job of a
dedicated staff

at a fraction of the price—while providing us with critical
market intelligence and expert support, which maximizes
and returns on our marketing and PR initiatives.”

Arlene Singer, CEO Well Call

“We were previously using PR Newswire.
However, due to the expense we only
used it 2 or 3 times per year with little or
no results. In the 8 months we have used
HR Marketer, we have landed 8 speaking
opportunities, 55 media placements, 8
media interviews and 32 by-lined article
placements”

Matt Pitchford, Marketing, IIRC

“HR Marketer is fantastic.

I'm already losing the 10 years I gained in the last 6
months, trying to pull stuff together. It's totally intuitive
and hugely efficient versus trying to achieve this level of
analysis and activity ourselves.”

David Kinnear, VP Sales & Marketing
- Black Mountain Group

“Trust us, HR
Marketer will be
your biggest life-
saver. We use it
ourselves.”

Debbie McGrath, CEO HR.com

Awesome service.

Well worth the money. I've had 12 solid in-
terviews in the past 30 days. That never hap-
pened before I started targeting my press
releases with HR Marketer!

Michael Turner, VP Marketing, ComputerJobs.com

“I found HR Marketer
to be extremely helpful
in developing a compre-
hensive PR plan for next
year. I specifically uti-
lized editor information,
speaking engagements
and the conference &
expo sections to create
a list of brand aware-
ness opportunities. My
research time was cut in
half with the use of HR
Marketer. By the end of
this year I believe the
product will have paid
for itself.”

Allison Mustin, Marketing
Manager, TODAYS Staffing



The marketing and PR solution for companies selling to humans

TM

A Fish

