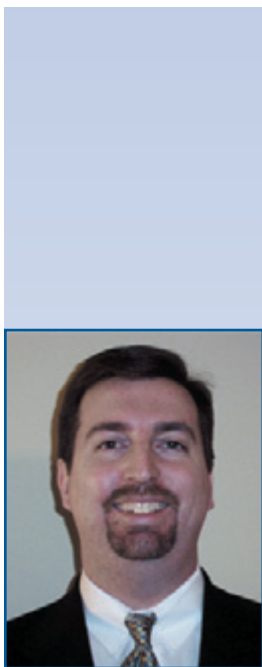


# Marketing and PR Success: *A Case Study*

How one company uses HR Marketer™  
to achieve its marketing and PR goals



**"HR Marketer  
saves me about  
40 hours a  
week—one full  
time employee."**

—Matt Pitchford,  
TruStar Solutions

**E**ven the most skilled marketers need help gathering and maintaining the resources necessary for effective marketing and PR. Find out how one company saves time and money while increasing the effectiveness of their marketing and PR efforts.

**COMPANY PROFILE:** TruStar Solutions (formerly IIRC) was founded in 1997 and specializes in advising corporate recruiters on the various recruitment technologies and services in the marketplace. Their CEO, LeRoy Robbins, describes the company as "Consumer Reports for recruiting." In the past five years, TruStar has become an adviser to six Fortune 20 companies and 15 percent of the Fortune 200. Clients include Dell Computer, Office Depot, Aetna, Eli Lilly, Target, Lands' End and GlaxoSmithKline as well as hundreds of other companies in the U.S., Canada, and the U.K.

**TARGET BUYER:** TruStar primarily targets human resources decision makers for medium to large companies.

#### **MARKETING AND PUBLIC RELATIONS**

**GOALS:** TruStar's marketing and PR goals included getting more name recognition in key industry trade publications and news services. The company wanted to do this in three ways: to send out more press releases; to have by-lined articles published; and to secure a few speaking engagements.

**SOLUTION:** TruStar chose HR Marketer to help them achieve their marketing and PR goals. They were intrigued because HR Marketer focuses exclusively on the human capital and workforce space, tracking and maintaining information on hundreds of human resources conferences, tradeshows, associations and publications—sourcing key journalists, analysts, editorial calendars, speaking opportunities, advertising and promotional information, exhibiting fees, list rentals, award competitions and buyers guides.

By subscribing to HR Marketer, TruStar gained access to a number of popular features including:

- Unlimited distribution of press releases and announcements to key analysts and journalists covering the human capital and workforce industries.
- Automated alerts for speaking opportunities.
- Advanced notification of editorial opportunities—direct from the journalist writing the stories.
- Activity, measurement and financial/budget reports. Users can run reports on their executed and/or planned marketing activities during a specified time frame.

**SUCCESS:** TruStar accomplished all of their marketing and PR goals—and more—by using HR Marketer.

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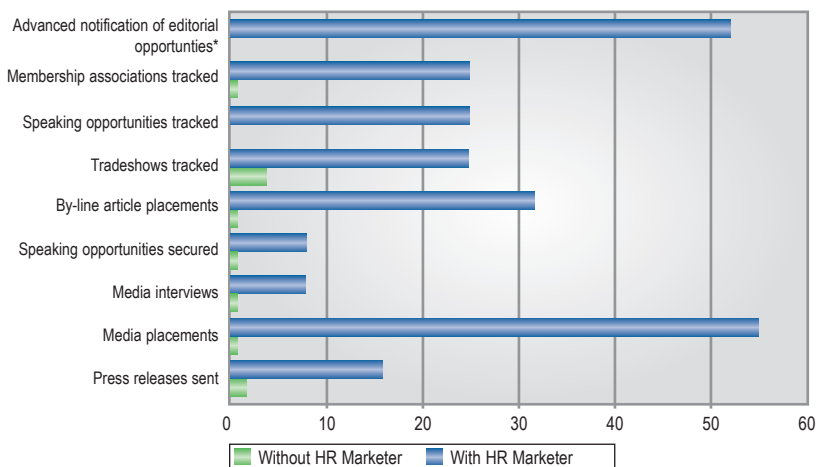
HR Marketer is already a “must have” for over 100 leading HR service providers.

**WHY TRUSTAR PURCHASED HR MARKETER:**

“We do not have a staff to keep up to date records on the hundreds of trade publications we want to reach,” says Matt Pitchford, a member of TruStar’s marketing team. “HR Marketer does this for us, along with updating us on speaking opportunities and editorial queries. In addition, we quickly realized that the unlimited press release option with HR Marketer versus the costly usage of other PR distribution services would end up paying for itself after just two press releases.”

with little or no results. In the eight months we have been using HR Marketer, we have landed eight speaking opportunities, 55 press release appearances (that I know about, since we do not have a clipping service), eight media interviews with our CEO, and 32 by-lined article placements. All of that from getting contact information from HR Marketer and applying a little human contact and follow through. Also, before HR Marketer we tracked ten journalists. We now track over 300 journalists and HR Marketer maintains this media list for us.”

**TruStar Gets Results from HR Marketer**



\*Through [www.hrsourcenet.com](http://www.hrsourcenet.com).

**RESULTS:** “Is HR Marketer meeting our expectations? Above and beyond,” says Pitchford. “We were previously using PR Newswire. However, due to the expense, we only used it two or three times per year

**TIME SAVED WITH HR MARKETER:** “I would say HR Marketer saves me about 40 hours a week—one full time employee,” says Pitchford. “Without HR Marketer, I would not even be researching some publications, events and associations because I do not have the time. I have been with companies who have a person on staff just to maintain and research the information found on HR Marketer.”

**BOTTOM LINE:** “Although it is difficult to say how much all of our success from HR Marketer is worth, if each of our results were equal to a \$1,000 advertising placement fee, we would have paid \$103,000 to get the coverage we have gotten in the eight months since purchasing HR Marketer,” says Pitchford. “Not bad for a few thousand dollars’ investment.”

**Add HR Marketer to your staff today.**

**Visit [www.hrmarketer.com](http://www.hrmarketer.com) for more information and a demo.**



**About HR Marketer:** HR Marketer is a web-based marketing and public relations service for companies that sell to human resource professionals. Launched in 2002, HR Marketer is already a “must have” for over 100 leading HR service providers including recruitment and staffing, employee benefit, workforce management, training, e-HR/outourcing, and consulting firms.

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