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The tools available in HRmarketer allow us to research the most appropriate tradeshows, create and distribute Search Engine Optimized press releases, and connect with media contacts.

—Julia Friemering,
Marketing Director,
HR Services, Inc./
myStaffingPro®

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B2B Marketing and PR Success: A Case Study

myStaffingPro®
Applicant Tracking System

How HRmarketer helps an Applicant Tracking Software provider generate visibility in order to stand out in the crowded recruitment technology industry.

B2B Marketing can be challenging. You need to target one or more key departments including Human Resources, IT, Finance, Operations and Purchasing. HRmarketer has the accurate and up-to-date information that you need for successful marketing and PR campaigns to all B2B decision makers. And we have the tools to put this information to effective use.

Company profile: HR Services Inc. started as a Human Resources Outsourcing firm that specialized in large scale hiring projects. After several years of manually screening applicants, HR Services, Inc. researched the market for an automated prescreening system. When the market failed to provide a suitable solution, we decided to create our own applicant tracking technology.

In 1999, HR Services left our recruiting roots and focused on creating a web based applicant tracking system. By the end of the year, the myStaffingPro® product was created as a custom web-based applicant management system. Since 1999, myStaffingPro has grown into a SaaS applicant tracking system that can be configured to any hiring process. myStaffingPro currently supports the hiring process for more than 500 companies and 43,000 users.

Target Buyer: myStaffingPro's target market is the mid-market, although we provide technology for companies of all sizes. Target companies have between 500 and 10,000 employees and are from no specific industry or region. Buyers and decision makers include Human Resources, Staffing, Recruitment, Executive HR, and occasionally CIO or CFO.

Marketing and PR challenges and goals: “Our biggest challenge is the saturation of the applicant tracking marketplace. With more than 100 vendors, it is a constant battle to achieve awareness and gain exposure. Our marketing goals are to publish at least one SEO press release a month and increase our web presence through web 2.0, PPC, tradeshow attendance, and social media.”

How HRmarketer.com helps overcome these challenges and achieve these goals: “The tools available in HRmarketer allow us to research the most appropriate tradeshows, create and distribute Search Engine Optimized press releases, and connect with media contacts. HRmarketer helps us achieve

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With HRmarketer's built-in tools, we can quickly track our press release statistics, analyze our SEO on the search engines and view our Google Analytics all in one convenient place.

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these goals through the SEO press release distribution, monitoring tools, and informational databases.

The thorough Conference and Expo Directory provides all the information we are looking for in one convenient place. The listing includes information about the number of attendees, pricing, sponsorships, as well as links to the conference website and exhibitor packet. Once I find a conference I am interested in, I can add it to my Favorites, my Marketing Planner, and even my Outlook schedule.

The greatest feature in HRmarketer is the ability to send Search Engine Optimized press releases to PR Web, and out for further syndication, as well as to targeted media lists. Before publishing a release, HRmarketer provides a free press release review by one of their PR professionals. The review includes a thorough evaluation of the press release's content, formatting, and grammar. After the press release is published, HRmarketer then provides internet statistics and the press release pickups in Google and Yahoo.”

ROI of HRmarketer: “We measure the ROI of HRmarketer through the information gained in the information databases, and the website traffic obtained through our press releases and HR Directory listing. With HRmarketer's built-in tools, we can quickly track our press release statistics, analyze our SEO on the search engines and view our Google Analytics all in one convenient place. We realize time savings in evaluating our marketing ROI, and researching upcoming opportunities. The tools in HRmarketer allow us to make informed decisions in an efficient manner.”

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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About HRmarketer.com: HRmarketer.com is a product of Fisher Vista LLC, a marketing software and services firm focusing on the B2B marketplace. Since 2001, over 1,000 companies have used HRmarketer.com to market to human resources departments and other key B2B decision makers such as IT, Finance, Operations and Purchasing. A hybrid of technology, industry expertise and service, HRmarketer.com features marketing and PR information databases, news distribution, campaign management and measurement & analytics services.