

User Guide



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HR MARKETER USER GUIDE: INTRODUCTION

Thank you for purchasing HR Marketer. We are confident you will find HR Marketer an asset to your marketing and public relations efforts. HR Marketer is a “self-service” marketing and public relations tool that will save you untold hours of valuable time by aggregating all the information necessary to implement and manage effective marketing and public relations initiatives.

Marketing 101 – A Quick Review of the Basics

Effective marketing can be defined as consistently getting your company’s name and message in front of potential buyers in order to generate more sales leads so you can sell more of your product or service to more people. To do this, you must have a well-planned and well-executed tactical marketing plan. The first step in developing a tactical marketing plan is to identify all your potential customer “contact points”. In other words, what are the opportunities to get your message in front of your prospects? Virtually all your possible customer contact points will originate from three sources: (1) publications, (2) conferences and expos (trade shows), and (3) professional membership associations. The power of HR Marketer is that it tracks all these “contact points” for you.

Publications

Publications (both print and online) provide you with direct mail lists for your direct marketing campaigns, advertising opportunities, bylined article opportunities, and key editors that you can submit relevant press releases and announcements to in hopes of getting media placements. Many publications also have editorial calendars that present additional opportunities for editorial coverage.

Conferences and Expos

Conferences and Expos (trade shows) provide you with exhibiting and/or networking opportunities (sometimes just attending these events can generate valuable sales leads), speaking opportunities, sponsorship and advertising opportunities, and attendee lists for direct marketing purposes.

Professional Membership Associations

In addition to often sponsoring their own membership publications and trade shows, joining membership associations provides you with networking opportunities and the ability to better understand the needs of your buyers. Additionally, when penetrating new sales channels or markets (i.e., broker distribution channels, public sector), joining their respective membership association can be the best way to familiarize yourself with the new channel.

Building the Tactical Marketing Plan

Now that you have identified your potential customer contact points, it's time to build a twelve-month tactical marketing plan. At a minimum, consider the following marketing tactics over a one-year period:

Press Releases

Try to generate at least one press release per quarter and distribute it to key editors and writers covering your industry. Also consider sending your releases over a wire service and place it on your web site. Chances are a few of these will make it into key industry publications and be viewed by your target audience.

For most releases we do not recommend spending \$500+ on “national” wire service distributions. Instead, keep your release to under 400 words and select your local area only (i.e., San Jose) as the distribution point. A little known secret is that local distributions will hit all the Internet portals (i.e., Yahoo!) and all the trades. We believe the only real value of a wire distribution is to get on the Internet so you can show up in Internet searches (i.e., Google) and on eClipping services. HR Marketer allows you to send your releases to all major Internet search engines and news portals and it is a lot more cost-effective than traditional wire services.

Direct Marketing Campaigns

Consider at least one direct marketing campaign per quarter – repetition is key as not every buyer is at the same purchasing stage. The key is to stay on their radar screen so when they are ready to buy, they think of you. In addition to always including your own prospect list (i.e., from ACT) you should experiment with renting different mail lists from key industry publications.

Advertising

Just because you may not be able to afford full-page 4-color ads doesn't mean you can't benefit from advertising. Consider sponsoring a targeted eNewsletter or purchasing a product listing advertisement in a popular industry publication. Again, repetition is key.

Conference and Expo Attendance

Many vendors only attend the conferences and expos they exhibit at without realizing that equal value can be obtained by just attending a conference or trade show. Exhibiting at a few major trade shows a year is great if your budget permits it, but you should also consider attending (not exhibiting) at least four other regional events per year – especially if you have sales personnel in these regions – in order to conduct competitive intelligence and network. If you do exhibit, consider implementing other marketing tactics around the event. For example, you may do a direct mail campaign prior to the event inviting attendees to your exhibit; advertise in the conference program guide, sponsor's magazine, or other industry magazine that has increased distribution at the event; place a promotional “door drop” in attendees rooms (if permitted) at the hotel during the show; and do a follow-up direct mail campaign using the attendee list.

Speaking Opportunities

Most major conference organizers accept speaking proposals from HR practitioners and vendors – so long as they are not promotional. Keep your eye out for these opportunities on HR Marketer and apply – it’s a great way to promote yourself as a trusted opinion leader and to generate sales leads.

Measuring and Managing Your Tactical Marketing Plan

How do you measure the effectiveness of your marketing and public relations efforts? Two words – sales leads. It sounds simple and it is. Marketing (of which public relations is one component) supports sales and should be charged with generating awareness of and interest in the company’s products and services.

One simple way to plan, manage, and evaluate your marketing tactics is to create and maintain a simple calendar like the one below (*fictitious data*):

	Jan	Feb	Mar	Apr, etc.
Press Releases	7, New Marketing Hire	10, Version 5.0 release announcement 24, SAP partnership announcement		
Direct Marketing	25, Version 5.0 brochure to HRE list			
Advertising	7, EBN	7, EBN	7, 14, 21: BenefitNews eNewsletter	
Conferences and Expos	5-6, SHRM, Denver CO	20, IQPC, Boston MA		
Speaking Engagements	6, SHRM, Denver CO	20, IQPC, Boston MA		
Media Placements	30, HR Magazine	1, Solutions	HR Hub.com	
Other (i.e., Webinars).				

As a subscriber to HR Marketer, you have access to HR Marketer’s “My Marketing Calendar” and its Reporting features that allow you to develop, plan, and track all your marketing initiatives including Press Release distribution, Advertising, Direct Marketing, Speaking Engagements, Conference and Expo Attendance, and more. Information is presented in a visually appealing calendar, allowing you to quickly view your marketing activities, access specific details on each activity, and identify any apparent “holes” in your marketing plan.

For details on this feature, see [Marketing Planning and Management Tools](#).

USING HR MARKETER

HR Marketer is specifically designed for those who sell to human resource executives. HR Marketer tracks and maintains information on hundreds of human resource and HR-related publications, conferences, trade shows, and membership associations – sourcing key journalists, analysts, editorial calendars, speaking opportunities, advertising and promotional information, exhibiting fees, list rental information, award competitions, buying guides, and industry news.

This guide explains each section of HR Marketer, and how to perform popular HR Marketer tasks. If you ever need technical support, please do not hesitate to contact us at 831-460-9700 or info@hrmarketer.com.

HR MARKETER WELCOME PAGE

You may log into HR Marketer by visiting www.hrmarketer.com. The HR Marketer Welcome page is the first page you see when you log in. It includes:

- Deadlines
- Alerts
- Announcements
- Your Marketing Activities
- Industry News



TIP: To return to the Welcome page at any time, simply click the HR Marketer logo in the upper left of any HR Marketer page.

Deadlines

Deadlines are dates that you need to be aware of for various types of marketing activities. For example, if you are advertising in a trade publication, you need to be aware of the space reservation deadline and the artwork submission deadline. In addition to tracking these deadlines on HR Marketer, you can also create automated reminders whereby you are emailed a reminder for a particular deadline (1, 2, 3+ days

before the deadline). Refer to the Deadlines section of this document for more information on deadlines and reminders.

Alerts

Based on keywords and phrases you select, HR Marketer Alerts will *automatically* notify you about:

- Editorial opportunities
- Upcoming conferences and expositions (trade shows)

You can specify an unlimited number of alerts by entering keywords – which HR Marketer scans for in editorial calendars and conference schedules. Once you set up your alerts, HR Marketer will notify you well in advance of the selected opportunity – four months in advance for editorial calendar opportunities, and six months in advance for conferences. You may choose to receive your alerts via email, or view them on your HR Marketer welcome page.

NOTE: The first time you set up your alerts, HR Marketer will notify you about all the editorial opportunities and conferences (based on your selected keywords) within the next four and six months, respectively. Simply select “Remove” to get rid of any unwanted alerts.

Creating Alerts

1. Click the “My Account” link, located to the right on the top bar. Or, in the Alerts box on the Welcome page, you can click the “Create Alerts” link
2. Click “Create New Alert,” located under your Contact Information
3. Enter a keyword or phrase (see Keyword Tip below)
4. Choose “Conference & Expo Reminder” or “Editorial Alert” from the first pull-down menu
5. Use the second pull-down menu to choose to receive the Alert on your HR Marketer web page or by email (or both)
6. Click “Create Alert”

TIP: When searching HR Marketer, or when creating an Alert, it is important to use the right keywords. For example, searching for “eHR” will yield different results than “e-HR.” When searching for a phrase that may have a hyphen such as e-learning and e-HR, try searching with and without the hyphen. Our editorial staff attempts to use consistent formats for these phrases, but occasionally a few slip through that are not our standard format. As a rule, we do not use hyphens or apostrophes. You may also consider searching for part of the phrase (e.g., “learning” instead of “e-learning”). It’s better to be vague than too specific as you are less likely to miss an opportunity.

Announcements

Announcements are manually posted by HR Marketer researchers and emailed to every HR Marketer subscriber. When you receive Announcements via email, you will have the opportunity to save the deadline for the opportunity to your HR Marketing Calendar. There are four types of Announcements:

- Editorial queries
- Speaking opportunities
- Award competition deadlines
- Free product listing opportunities in buyer's guides and/or publications

Editorial Queries

HR Marketer is in daily contact with workforce and HR journalists so we often learn about story opportunities (that are not listed in any editorial calendar) well in advance. We also have a service called HR Source Net (www.HRsource.net) where journalists post their information queries and, in turn, we share these opportunities with HR Marketer subscribers in the Announcement section. When you see a Query that pertains to your company, you can contact the editor per the instructions in the Query and, hopefully, secure an interview and get some media coverage.

Speaking Opportunities

Speaking opportunities are invitations to present at a conference or expo. The HR Marketer Conferences & Expos database is updated on a weekly basis. When our researchers identify new conferences, they will post the speaking opportunities for these events in the Announcements section.

Award Competitions

There are a number of associations, publications, and other organizations, which sponsor award competitions throughout the year. Some award competitions may not be of direct relevance to you, but they may be important to your customers. Watch the Announcements section to find out about new ways to demonstrate excellence in the usage of your products. You may also click on "Award Competitions" on the left sidebar of HR Marketer to view selected awards throughout the year.

Free Product Listing Opportunities

Many publications offer free listing opportunities in their publications and/or printed buyer's guides. HR Marketer will post listing information and deadlines as they become available, so that you may take advantage of the opportunity to distribute your company name and product information.

My Marketing Calendar

The My Marketing Calendar summary on your Welcome Page provides a summary of all your upcoming marketing activities as specified by you.

Industry News

The Industry News consists of news items that are manually posted by HR Marketer staff once per week. We track over 4,000 publications, including national dailies and all the wire services, and compile a weekly listing of all news items relevant to HR Marketer subscribers. Reviewing the Industry News section is a great way to scan for potential leads or marketing opportunities.

TIP: If you are interested in expanding the Industry News feature, you can receive daily emails of news items based on keywords that you specify. This will give you same-day notification of competitor press releases. The expanded Industry News feature is available to HR Marketer members with or without a low additional fee depending on your subscription. Call HR Marketer for details.

“SEARCH SITE”

The quickest way to locate information in HR Marketer is by using the “Search Site” feature located on the top bar. The “Search Site” feature will search all of HR Marketer’s publications, editorial calendars (EdCals), editorial contacts (including your personal media contacts), conferences, membership associations, award competitions, and your marketing calendar. It will also search your personal notes that you may have added for a particular conference, publication, or association. Because the “Search Site” feature searches most fields in publications (including EdCals), conferences, and associations, it is a great way to quickly locate relevant resources. For example, you can search for “eNewsletters” here to quickly locate all eNewsletters in our database. Or, you can search for the keyword “ongoing” to locate current speaking opportunities.

How to use the “Search Site” feature

1. Click “Search Site”
2. Type in your keyword or phrase
3. In the “Look in” box, leave all six search categories selected (default selection), or focus your search by clicking on the desired category. You may multiple-select categories
4. Click “Search”

The search results are separated out into six search categories: (1) Publications & Editorial Calendars, Media Contacts, Personal Media Contacts; (2) Conferences & Expos; (3) Membership Associations; (4) Award Competitions; (5) Marketing Calendar; (6) Personal Notes. The search results for Publications & Editorials are displayed first. To view the search results for each category, click on the links along the top of the page.

Publication Profiles

The Publication Profile page shows detailed information for each publication, including:

- General contact information
- Circulation
- Subscription cost
- Target audience description and comments
- Advertising contact and rates
- Article submission contact
- Editorial contacts



The screenshot shows the HR Marketer website interface. The main content area is titled 'Publication Profile' and displays information for 'Human Resources Executive'. The information is organized into several sections: General (Publication: Human Resources Executive, Man Phone: 215-794-0982, URL: http://www.hrpub.com, Address 1: Suite 900, Address 2: 747 Drexler Rd, City: Norwalk, State: PA, Zip Code: 19064-0982, Category: General HR, Subcategory: General HR, Geography: Local, National, Contact: Local, All Employees), Frequency: Monthly, Circulation: 90,000, Subscription: \$40, Affiliation: USF Magazine Group, Advertising (Accept: Yes, Primary Contact Name: Rebecca Mohanna, Contact Phone: 215-794-0910x240, Contact Email: bmoanna@hrpub.com, Full Page 14 4-color Rate: \$10,825, Full Page 14 6-color Rate: \$1,000, Target Audience / Comments), Editorial Contacts (1 David Sheinberg, 2 Kristen R. Franch, 3 Jenifer, 4 Anne Friedman, 5 Bill Fiala, 6 Andy McNamee), Outside Articles (Accept: No), and List Rentals (Accept: Yes, Available: Yes, Contact Name: Chelsea Laine Inc, Phone: 301-685-3633). A sidebar on the left contains navigation links like 'Publications', 'Conferences & Expos', 'Monitoring Associations', 'Board Compositions', 'Trade Show Guide', 'Support: 877-480-8798', 'HR Marketer Plus', 'HR Marketer Premium', 'HR Marketer Packages', and 'HR Marketer Modules'. The top right of the page has a date 'Nov 08, 2009' and a 'Back to Publications List | Search Publications' link.

You may also enter personal notes for a publication by selecting “Add a Note”.

You may print this profile by clicking the “Print Profile” button on the right side of the page.

If you would like to receive a media kit for the publication you’re viewing, click the “Request Media Kit” button on the right side of the page. Verify your mailing address, then click “Send Request.” An HR Marketer staff person will process your request. This feature is standard for all HR Marketer subscription levels.

If a publication has an editorial calendar, you may view it by clicking on the “Editorial Calendar” button on the right side of the page.

NOTE: Take advantage of the “Personal Notes” feature for Publications, Conferences & Expos, and Associations. By centrally storing your notes (your last conversation with an advertising contact, the effectiveness of a list rental, etc.), you can refer to them year-after-year and use the Search Site tool to quickly access

Sending a Press Release to Journalists

One of HR Marketer’s most powerful features is the ability to email journalists and your own personal media contacts. To use the “Email Media Contacts” feature:

1. Select “Publications” on the left sidebar (note, you can also email a single editor by clicking their name from a publication’s profile page).
2. Using the checkboxes next to each publication, select the publication(s) to which you wish to send a release. If you are unsure whether to “check” a publication, right mouse-click on the publication and open the publication’s profile in a new

window so you can evaluate it. To view more publications, simply click the “Next Results” button at the bottom of the page. Pay particular attention to the “category / sub-category” codes in order to select only those publications relevant to your release topic.

3. Once you have selected your publications, click “Email Media Contacts” at the bottom of the screen.
4. You can now refine your search by reviewing the Notes next to each media contact – for example, some publications will have a “press release pool” where they recommend you send your releases. Based on the notes, you may wish to remove some contacts. We highly recommend you **ONLY SEND YOUR RELEASE TO RELEVANT PUBLICATIONS AND JOURNALISTS TO AVOID BEING PERMANENTLY BLOCKED BY JOURNALISTS WHO DO NOT FEEL YOUR RELEASE IS APPROPRIATE**. After you have selected your distribution list, click “Email Media Contacts.”
5. Review the contact list and click “Save This Lookup.” This step will save you time in the future by not having to repeat the process of searching publications. Once you enter a name and save your lookup, you will be returned to your contact list. Click “Email This Group.”
6. Select either text based or HTML email. We recommend text and text must be selected if you wish to also distribute your release to the Internet.
7. Compose your email introduction in the first box (labeled Introduction) and paste/type your press release in the other box (labeled Press Release). If you are pasting from a program like MS Word, we strongly recommend you first paste into Notepad in order to strip out any formatting. Then, re-paste from Notepad into HR Marketer. Be sure to edit the release after it has been copied. For example, retype your quotes and change your bullet points to dashes (-). Keep in mind that the two most important items are the Subject you choose for your release and your introductory text. Refer to the “Tips” on HR Marketer for ideas on how to write an effective press release.

NOTE: As an HR Marketer member, you have access to our Media Relations team who can help you write your press release and develop a powerful subject and introduction. We strongly recommend you take advantage of this service.

8. Select “Preview your email and send”. You now have a chance to review your email.
 - a. You may select “Internet Distribution” if you wish to send your press release to the Internet. This feature allows you to submit your press releases to major Internet news portals and search engines in addition to the standard media contact list already available on HR Marketer. Submitting your release to the Internet will dramatically increase the exposure of your press releases and guarantees pick-up by search engines like Google and Yahoo! Each HR Marketer account receives a

block of free Internet distributions – the number you have left is noted in red next to the selection checkbox. To purchase more, call HR Marketer at 831-460-9700 or email info@hrmarketer.com.

- b. You may select “Copy Yourself” if you wish to receive a copy of your email.
9. Click “Mail Now.”
 10. If you selected “Internet Distribution” you will be asked to complete another form including “Headline”, “Summary”, “Body” (automatically pulls the press release copy you already entered in previous screen), and contact information (automatically pulled from the information entered in you’re my Account profile. You can also select appropriate “Channels” for your press release that helps the Internet portals to categorize your release.
 11. Once your release is sent to the Internet, you can view its Statistics by visiting the Email Media Contacts link located underneath the Publications link on the left sidebar. Statistics are updated every two hours and measure Reads, Media Pick Ups and Forwards (definitions of these terms provided on HR Marketer).

NOTE: Avoid attachments. Editors frequently receive more than a hundred press releases a day. Making their job easier increases your chances of actually getting mentioned in print. Sending your press releases as an attachment means editors and writers have to open it before they get a sense of your product or idea. If they open it up and are not interested, you have wasted more of their time.

NOTE: A copy of your press release is automatically saved to your Marketing Calendar so you can view all your previously sent press releases including the actual copy for the release.

Writing an Effective Introduction to Your Announcement / Press Release

Writing an introduction prior to pasting your press release may help get an editors attention. For example:

Email Group

Generally, most editors prefer to have press releases pasted in the body of the email with no attachments. Be sure to carefully craft your subject heading because your heading often determines whether your release gets read. For information on sending press releases, see [Marketing and PR Tips](#).

To: Selected List
From: Staff@HRMarketer.com
Subject: New HR product

Message:

```
I'm writing on behalf of HR Marketer, who today announces the release of a new service to assist hr marketers with their marketing and pr. Pasted below is the press release. Please contact me via email or phone if you require further information. I would be happy to arrange an interview with a representative of HR Marketer.
```

FOR IMMEDIATE RELEASE

For additional information, please contact: etc.....|

TIP: Blasting editors and writers with irrelevant press releases is the quickest way to get yourself, and your product, blacklisted. Using HR Marketer to your advantage – reading an editor’s notes and selecting HR subcategories, publications, and contacts *most relevant* to your product – increases your chances of actually getting in print, now and in the future.

Remember, to access your saved distribution lists, simply click “Email Editors” on the left sidebar under “Publications.” If you have saved lookups, they will be visible here.

Saving and Editing Lookups

After you have selected a group of editors and writers to email, you may save the lookup to avoid having to go through the selection process again. You may also want to “edit” your Saved Lookups or “merge” Saved Lookups. This will help you to keep your lists current and add/remove contacts from Saved Lookups with ease.

To edit a saved lookup, simply select your Saved Lookup and select “Edit Lookup”. And remove any contacts from your Saved Lookup that you no longer need. You can then “Save” the lookup again and have the option of changing the Saved Lookup’s name. You cannot “add” contacts using this feature. To add contacts, use the Merge Lookup

feature. This offers you a great deal of flexibility. Using the check boxes already next to each Saved Lookup, you can merge the checked lookups. With this feature, you can periodically upload new personal contacts (or, select new HR Marketer contacts) and merge them with your HR Marketer saved lookups without having to go through the entire selection process again.

Adding New Journalists to a Saved Lookup

The New Journalists link on the left sidebar underneath Publications allows you to view all new journalists added to HR Marketer over the last ninety days and the ability to add them to an existing saved lookup. This means you don't have to worry about maintaining your media lists or keeping track of comings and goings amongst journalists.

Entering Personal Contacts

Select the Email Editors link under the Publication link on your left sidebar. Here, you can add your own personal contacts (name, contact info, and notes) and include these contacts in your press release distribution. Users may also add their own contacts to existing HR Marketer publications. Your personal contacts are only accessible to you and are not visible to any other user or to HR Marketer staff. This feature is ideal for users who may want to include local media contacts that are not tracked in HR Marketer. It provides you with a centralized system to house and manage your press release distribution. You can also add yourself in order to be cc'd on your releases. You may add your personal contacts by selecting the "Email Editors" link under "Publications" on the left sidebar, or if your contact is associated with an existing publication, simply visit the profile page for the respective publication and select "create contact".

Uploading A Personal Contact File To HR Marketer

Instead of having to enter your personal contacts one by one in HR Marketer, you can do it in one simple upload. Use the Upload Personal Contacts feature to upload a file of your personal contacts to HR Marketer – and include your selected contacts in emails to editors and staff writers. This allows you to centrally manage your media contacts. To begin using this feature, visit the "Email Editors" link under the "Publications" link on the left sidebar of HR Marketer and select My Contacts. Instructions are provided.

NOTE: Our email “de-duping” tool insures that editors only receive one email per announcement sent through HR Marketer. Sometimes, the same editor is listed for several publications. And, with the new feature allowing you to enter your own contacts, there is a chance that the same editor or writer may be entered twice or overlap with an existing HR Marketer contact. We have introduced technology that purges duplicate email addresses so that only one release is sent to one editor. This eliminates the concern of sending the same release multiple times to the same contact.

Search Publications

To search for publications, click “Search Publications” located at the top right of the publications main page. If you already know the name of the publication you wish to find, simply type part of the name in the “Publication Name” field and click “Search”. If you don’t know the exact title of a publication, you can try using keywords that might be used in a publication title, such as “insurance” or “work”.

You may also search by category, subcategory, and channel. HR Marketer classifies its publications based on subject area and target audience. Many publications accept article submissions, advertising, and offer list rentals. You may search for publications with such opportunities by selecting the appropriate values in the pull-down menus.

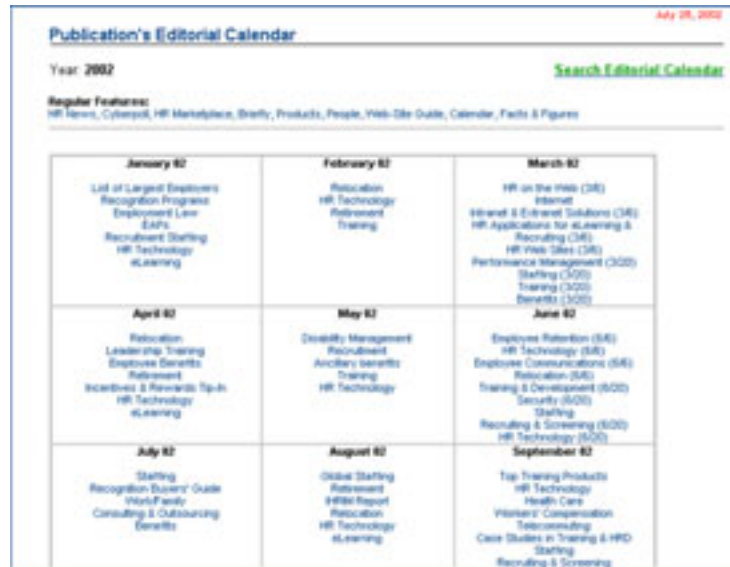
We recommend you always check the box “Include General HR publications”. General HR publications are publications that tend to cover all aspects of human resources.

After you have set up your search parameters and clicked “Search,” HR Marketer will return a list of titles matching your criteria. The search results page performs the same way as the Publications main page – you can sort the list by category, advertising rates, list rentals, etc.; select publications and email their editors; or, simply view publication profiles by clicking on their titles.

If you click a title to view a publication profile, you can return to your search results by clicking “Back to Search Results” at the top right of the page. We recommend you use this link rather than clicking your browser’s “back” button.

Editorial Calendars

An editorial calendar is a listing of scheduled story topics for a respective publication. Publications usually announce their annual editorial calendar in late fall for the following year. Throughout the year, updates are made to the calendar. For those publications that have an EdCal, you may view it by clicking the “Editorial Calendar” button on the right side of the publication’s profile page.



The screenshot shows a web page titled "Publication's Editorial Calendar" for the year 2002. It features a search bar and a list of regular features. The main content is a grid of topics for each month:

January 02	February 02	March 02
• List of Largest Employers • Recognition Programs • Employment Law • EAPs • Recruitment Staffing • HR Technology • Learning	• Relocation • HR Technology • Retirement • Training	• HR on the Web (HR) • Internet • Internet & E-Recruit Solutions (HR) • HR Applications for Learning & Recruiting (HR) • HR Web Sites (HR) • Performance Management (OD) • Staffing (OD) • Training (OD) • Benefits (OD)
April 02	May 02	June 02
• Relocation • Leadership Training • Employee Benefits • Retirement • Recruiting & Rewards Tips • HR Technology • Learning	• Diversity Management • Recruitment • Ancillary benefits • Training • HR Technology	• Employee Retention (HR) • HR Technology (HR) • Employee Communications (HR) • Relocation (HR) • Training & Development (OD) • Security (OD) • Staffing • Recruiting & Screening (OD) • HR Technology (OD)
July 02	August 02	September 02
• Staffing • Recognition Business Guide • Work/Family • Consulting & Outsourcing • Benefits	• Global Staffing • Retirement • HRIS Report • Relocation • HR Technology • Learning	• Top Training Products • HR Technology • Health Care • Workers' Compensation • Telecommuting • Case Studies in Training & HRD • Staffing • Recruiting & Screening

Searching Editorial Calendars

There are two ways to search Editorial Calendars. You can either select “Search EdCals” on the left sidebar under “Publications,” or use the “Search Site” feature in the top bar.

To use the “Search EdCals” feature:

1. Click “Search EdCals”
2. Enter a keyword or phrase
3. Select the desired date range
4. Click “Search”

To search editorial calendars using the “Search Site” feature:

1. Click “Search Site”
2. Enter a keyword or phrase
3. Select “Publications & EdCals” from the “Look in” menu
4. Click “Search”

Each method will produce a list of editorial calendars matching your search criteria. The “Search Site” method will also produce a list of matching publications.

The editorial calendar search results include the publication name, the editorial calendar year, and the months in which your keyword appears. Click on the publication name to view the complete editorial calendar.

When you are viewing an editorial calendar, you can go to that publication’s profile page by clicking “Publication’s Profile” at the bottom of the page.

CONFERENCES & EXPOS

HR Marketer tracks all of the major national and regional conferences and events for the HR industry. Use the conferences section of HR Marketer to locate new exhibiting venues and speaking opportunities. It can also be extremely valuable to simply attend a conference and network with the exhibitors and attendees.



Start Date	End Date	Category / Subcategory	Name	City	State	Exhibiting Fee	Start Phone
Apr 25, 2012	Apr 25, 2012	Benefits / Compensation / HR	SHRM National Conference	San Diego	CA	\$300	619-289-6100
Apr 25, 2012	Apr 25, 2012	Recruitment & Staffing / Retention	Retention Council	Washington	DC	NA	202-421-1523
Apr 25, 2012	Apr 27, 2012	Benefits / Medical & Wellness	ADP/HR Annual Conference & Expo	Atlanta	GA	\$1,200	770-422-0725
Apr 25, 2012	Apr 27, 2012	General HR / Compensation	HR Tech for Government	McLean	VA	\$4,000	800-852-8884
Apr 25, 2012	Apr 27, 2012	HR Technology / HR Technology	HR Tech for Human Resources	San Francisco	CA	150+	800-852-8884
Aug 4, 2012	Aug 7, 2012	Benefits / Medical & Wellness	SHRM Annual Conference	San Antonio	TX	\$1,625	800-798-3823
Aug 5, 2012	Aug 7, 2012	Benefits / Compensation / HR	Annual Summit Institute on Behavioral Health & Analytics	Colorado Springs	CO	NA	800-544-8882
Aug 5, 2012	Aug 7, 2012	Benefits / Benefits	Benefits Conference for Public Employees	San Francisco	CA	NA	360-798-8700
Aug 7, 2012	Aug 7, 2012	Benefits / Compensation & Payroll	Florida Marketing Meet	Las Vegas	NV	\$1,200	800-282-1700
Aug 7, 2012	Aug 7, 2012	Recruitment & Staffing	HR Tech for Government	Lubbock Park	AZ	NA	202-421-1523
Aug 13, 2012	Aug 15, 2012	Recruitment & Staffing / Retention	National Association of Colleges and Employers Annual Conference	Kansas City	MO	\$300	800-582-1201

TIP: Conferences and expos provide you with exhibiting and/or networking opportunities (sometimes just attending these events can generate valuable sales leads), speaking opportunities, sponsorship and advertising opportunities, and attendee lists for direct marketing purposes.

Main Page

The main page of the Conferences & Expos section lists the conferences, expos, and trade shows tracked by HR Marketer and is sorted by start date, beginning with today's date – events that have already passed are not displayed. Each screen shows 25 listings. To view more listings, click the “Next Results” button at the bottom right of the page.

On the main page, you can sort Conferences & Expos by:

- Name
- Start date
- State
- Standard exhibiting fees
- Category/Subcategory

To sort, simply select the desired criteria in the “Sort By” pull-down menu. The page will automatically refresh to reflect your new sort criteria.

To view a conference, click on the title. This will open the Conference Profile page.

You can add your favorite events to your HR Marketer calendar directly from the main trade shows and conferences page by simply clicking the link “Add to my Marketing Calendar” underneath the respective event name.

Conference Profiles

The Conference Profile page shows detailed information for each event, including:

- Contact information
- Expected number of attendees and vendors
- Target audience description and comments
- Exhibiting contact and rates
- Call-for-presentations contact and deadline information
- Sponsorship contact
- Hotel information

You may also enter personal notes for a trade show by selecting “Add a Note”.

The Conference profile also has a section called “Event History” which gives you a quick overview of when you attended this event in the past and when you considered attending.

You may print this profile by clicking the “Print Profile” button on the right side of the page.

If you would like assistance with coordinating activities for this event, including completing the exhibitors prospectus, making travel arrangements, shipping your booth and other trade-show materials, or planning onsite meetings, HR Marketer can provide event management services to handle these arrangements. Click on the box that reads “Have HR Marketer Coordinate This Event For You.” Verify your contact information, select the items with which you would like assistance, and click “Submit Request.” An HR Marketer Account Manager will contact you. Event management services are available to all levels of HR Marketer subscribers and are provided on a fee-for-service basis.

If you would like to receive a prospectus (exhibitors kit) for the event you’re viewing, click the “Request Prospectus” button on the right side of the page. Verify your mailing address, then click “Send Request.” An HR Marketer staff person will process your request. This feature is standard for all HR Marketer subscribers.

Note about Calls For Presentations: Many conferences do not have fixed Call-for-Presentations deadlines. For those shows, you will find the term “Ongoing” on the Call-for-Presentations Deadline line in the Conference & Expo profile page. These shows still had opportunities available when our staff last checked (within one week). A “Passed” deadline designates shows that are no longer looking for speakers, whether or not the organizers ran an explicit call-for-presentations. However, since speakers may often back out at the last minute, it is always worth contacting the conference organizers if you are particularly qualified and eager to speak at an event (especially if you are also interested in sponsoring the event).

Search Conferences & Expos

To search for a conference or event, click “Search Conferences & Expos” located at the top right of the Conferences & Expos main page. If you already know the name of the event you wish to find, simply type the name in the “Name” field and click “Search” at the bottom of the page.

If you don’t know the exact name of a conference, you can try using keywords that might be used in a conference name, such as “SHRM” or “work.” If you are looking for a conference presented by a particular membership association, you can try typing the association name or acronym, such as “NAPES” or “AWLP.” Or, you can always use the “Search Site” feature, which searches most every field, including the conference description field, in each record.

You may also search by category, subcategory, geographic focus, and channel. HR Marketer classifies its conferences and expos based on subject area, event location, and target audience.

HR Marketers lists the exhibiting fees for each conference, where applicable. You may search for events within a certain range of exhibiting fees by selecting the appropriate value in the “Exhibiting fees” pull-down menu.

After you have set up your search parameters and clicked “Search,” HR Marketer will return a list of events matching your criteria. The search results page performs the same way as the Conferences & Expos main page – you can sort the list by category, state, exhibiting fees, etc., and view conference profiles by clicking on their names.

If you click a name to view a conference profile, you can return to your search results by clicking “Back to Search Results” at the top right of the page. We recommend you use this link rather than clicking your browser’s “back” button.

You can begin a new search at any time, either from a conference profile page or the search results page, by clicking “New Search” at the top right of the page.

Speaking Opportunities

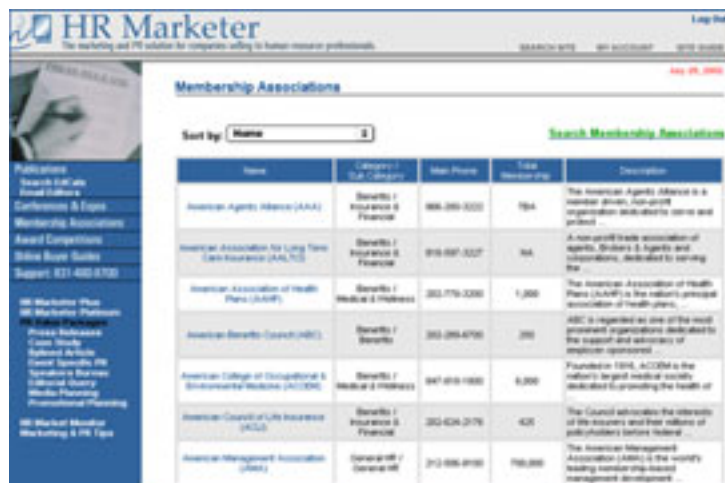
Staying on top of speaking opportunities is one of the hardest parts of being an HR Marketer, especially since many conference organizers do not begin to publicize a new event until after they have lined up the speakers.

You can stay ahead of the game by registering as a speaker with the major HR conference organizers – many of whom maintain an online speaker registration form on their web sites.

As a reminder, HR Marketer will post Speaking Opportunities, as we locate them, in the Announcements section of the Welcome page. Good luck!

MEMBERSHIP ASSOCIATIONS

HR Marketer includes information on all the major HR industry and HR industry-related membership associations. Browsing the membership association profiles is an effective way to gain access to new customer segments and begin networking with them.



Name	Category / Sub-Category	Web Phone	Total Membership	Description
American Agents Alliance (AAA)	Benefits / Insurance & Finance	888-288-5222	75K	The American Agents Alliance is a national group, non-profit organization dedicated to serve and protect.
American Association for Long Term Care Insurance (AALTCI)	Benefits / Insurance & Finance	818-687-5227	94	A non-profit trade association of agents, brokers & agents and intermediaries, dedicated to serving the.
American Association of Health Plans (AAHP)	Benefits / Medical & Healthcare	202-776-2280	1,000	The American Association of Health Plans (AAHP) is the nation's principal association of health plans.
American Benefits Council (ABC)	Benefits / Benefits	202-284-4700	200	ABC is regarded as one of the most prominent organizations dedicated to the support and advocacy of employee sponsored.
American College of Occupational & Environmental Medicine (ACCEM)	Benefits / Medical & Healthcare	847-618-1880	6,000	Founded in 1916, ACCEM is the nation's largest medical society dedicated to promoting the health of.
American Council on Life Insurance (ACLI)	Benefits / Insurance & Finance	202-624-2176	425	The Council advocates the interests of life insurers and their millions of policyholders before federal.
American Management Association (AMA)	General HR / General HR	212-886-8100	750,000	The American Management Association (AMA) is the world's leading membership-based management development.

Main Page

The Membership Associations main page shows the membership associations listed in HR Marketer. The associations are listed in alphabetical order, with 25 listings per page. To view the next page, click “Next Results” at the bottom of the page.

TIP: In addition to often sponsoring their own membership publications and conferences (see above), joining membership associations provides you with national and local chapter networking opportunities and the ability to better understand the needs of your buyers. Many associations also rent their membership lists for direct mail campaigns.

You can also sort the main page by Category/Subcategory. Do this by selecting “Category/Subcategory” in the “Sort By” pull-down menu. The page will refresh automatically.

Membership Association Profiles

The Membership Association Profile page shows detailed information for each association, including:

- Contact information
- Membership dues
- Category/Subcategory
- Geographic focus
- List rental availability
- Primary membership publication
- Primary membership expo

Not every association has its own publication or expo. For those that do, the membership association profile is cross-linked to its corresponding publication and expo in HR Marketer. To view publication or expo information, simply click on the title. A separate browser window will open, displaying the profile page for the publication or expo you selected.

Search Membership Associations

To search for membership associations, click “Search Membership Associations” located at the top right of the Membership Associations main page. If you already know the name of the association you wish to find, simply type the name or acronym in the “Name” field and click “Search” at the bottom of the page.

If you don’t know the exact name of an association, you can try using keywords that might be used in an association name, such as “insurance” or “public health”.

You may also search by category, subcategory, geographic focus, and channel. HR Marketer classifies its membership associations based on subject area, geographic location, and target audience.

HR Marketer tracks whether membership associations offer list rentals. You may search for associations that offer list rentals by selecting “Yes” in the “List Rentals” pull-down menu.

After you have set up your search parameters and clicked “Search,” HR Marketer will return a list of membership associations matching your criteria. The search results page performs the same way as the Membership Associations main page – you can sort the list by category and view association profiles by clicking on their names.

If you click a name to view an association profile, you can return to your search results by clicking “Back to Search Results” at the top right of the page. We recommend you use this link rather than clicking your browser’s “back” button.

You can begin a new search at any time, either from an association profile page or the search results page, by clicking “New Search” at the top right of the page.

ENTERING PERSONAL NOTES TO PUBLICATIONS, EVENTS, AND ASSOCIATIONS

You may add personal notes to any Publication, Conference & Expo, and Association on HR Marketer. Your notes are only accessible to you and are not visible to any other users or to HR Marketer staff. This is a nice way to track and manage your marketing tactics. For example, you may enter notes on a trade show you have attended, what contacts you made while there, how successful it was for you, and even the hotel you stayed at and what the best restaurants were. Also enter notes about any advertising you may have done in a particular magazine or publication. This is a great way to keep track of and organize all your PR and marketing efforts. To enter notes, select “add/edit notes” on the profile page of any resource. Please note that for one-time events that are not annual, your notes will be lost if the event is not run again the following year. However, all notes on annual events will be safe for as long as you subscribe to HR Marketer.

MY FAVORITES

You may select your favorite Publications, Conferences & Expos, and Associations and add them to “your favorites.” This feature allows you to quickly access, track, and manage the resources most important to you. To add a resource to your favorites, select “Add to My Favorites” on the profile page of any resource. To access your favorites, select “My favorites” on the left sidebar. You may also email the editors and staff writers from your favorites direct from your “My Favorites” list.

MARKETING PLANNING AND MANAGEMENT TOOLS

My Marketing Calendar

HR marketer allows you to develop, plan, and track all your tactical marketing activities including Press Release distribution, Advertising, Direct Marketing, Speaking Engagements, Conference & Expo Attendance, and more. Information is presented in a visually appealing calendar, allowing you to quickly view your marketing activities, access specific details on each activity, and identify any apparent “holes” in your marketing plan.

	January	February	March	April
Conferences & Expos (Add) (History)	1 - 8, The International Forum Annual Meeting (Orlando, Las Vegas NV) 27 - 30, AOTD Technology Conference & Expo (Orlando, Orlando FL)	12 - 14, The HR Outsourcing Summit, New York NY	March 1 - April 2, Delta Global Forum Conference & Exhibition (Orlando, Los Angeles CA)	March 1 - April 2, Global Forum Conference & Exhibition (Orlando, Los Angeles CA)
Speaking Engagements (Add) (History)		1, San Francisco Chamber of Commerce, San Francisco CA		
Direct Marketing (Add) (History)	10, New Product Launch			1, Standard Water Brochure
Advertising (Add) (History)	1, 10M Ad Campaign	1, HR Executive Ad Campaign	1, 10M Ad Campaign	1, HR Executive Campaign
Press Releases (Add) (History)	10, New Marketing Site			
Media Placements (Add) (History)		1, Misc. HR Publications		
Other / Notes (Add) (History)			1, Press Release	

Entering Marketing Activities

Activities can be manually entered or seamlessly added direct from HR Marketer. For example, while perusing Conferences & Expos, you can “add” a particular event to your Marketing Calendar by selecting the “Add This Event to My Marketing Calendar” button on each event’s Profile page. When you send a press release via HR Marketer’s Email Editors feature, you will have the option of adding the press release to your Marketing Calendar, along with the names of its recipients and the actual release text.

When adding a marketing activity to your calendar, you can include a number of important details including Measurement and Financial/Budgeting specifics. For example, information you can enter for Conferences & Expos attendance includes:

Conferences & Expos Attendance:

Standard Information

- Name: The name of the event (automatically pulled from HR Marketer)
- Dates: The dates of the event (automatically pulled from HR Marketer)
- Description: Your description of the event
- Exhibiting fees: Your exhibiting fees (automatically pulled from HR Marketer)
- Booth personal: You can enter the names of the staff you will have “man” the booth

Status: Confirmed Considering
 Name:
 Start Date:
 End Date:
 City:
 State:
 Notes:
 Exhibiting:
 Exhibit Size:
Measurement
 Traffic to Booth:
 Qualified leads generated:
 Company Attendees and Exhibiting:
 1)
 2)
 3)
 4)
 5)
 6)
 7)
 8)
 9)
 10)

Measurement Information

- Traffic to Booth: The amount of traffic you had to your booth
- Qualified leads generated: Leads generated as a result of your booth traffic

Cost per lead: The cost per qualified lead
New business generated: Dollar amount of any new business generated
Rating: Your rating (Excellent, Good, etc.) for this marketing activity

Financial/Budget Information

Exhibiting: Exhibiting costs
Attendee Registration(s): Your total attendee registration costs
Promotions: Cost of trade-show related promotions
Sponsorship: Cost of trade-show related sponsorship(s)
Travel: Total travel costs
Lodging: Total hotel costs
Entertainment & Food: Total food and entertainment costs

This information is centrally housed on HR Marketer so you can quickly obtain information on any past or future marketing tactic. The information can also be used to run “reports” (see Reports).

Navigating the Calendar

The default view for the tactical marketing calendar is in four-month increments. You can use the pull-down menu to select your starting month, use the arrow buttons to navigate forward and backward or click a respective month to view only that month in greater detail.

You can also select “History” to run a historical report of all the marketing activities you participated in the past.

Entering Marketing Activities as Confirmed or Considering

You can enter marketing activities as either “Confirmed” or “Considering”. This is a great way to develop your marketing plan. Once entered, you’ll be able to see the impact of a particular tactic on your marketing budget (see Financial/Budgeting Reports).

Deadlines and Reminders

This feature allows users to input deadlines that pertain to their marketing activities. Default deadlines include:

Conferences & Expos	<ul style="list-style-type: none">• Reserve Exhibit Space• Make Hotel Arrangements• Complete Prospectus• Send Deposit• Send Final Payment
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Direct Marketing	<ul style="list-style-type: none"> • Obtain Direct Marketing • Prepare Materials for Mailing • Clean Data • Send Materials to Fulfillment House
Speaking Engagements	<ul style="list-style-type: none"> • Submit Presentation Materials • Order Audio-Visual
Advertising	<ul style="list-style-type: none"> • Space Reservation • Artwork Submission
Press Releases	<ul style="list-style-type: none"> • Wire Release Set-Up

There is also an “Other” option for you to create a deadline not already listed on HR Marketer.

Creating Deadlines

To create a deadline, select Marketing Calendar on the left sidebar. Within each marketing activity, you have the option of setting up deadlines for various items that relate to the respective marketing activity. Once created, your deadlines will be visible on your Welcome page as well as in the profile section for the respective marketing activity. You can also choose to be reminded via email x days before the deadline by completing the “Email Reminder” information when you create the deadline. These emails are sent to the address listed in My Account. You can also enter a different email address if you want the reminder to go elsewhere.

Reports

Using the information you have entered on each tactic, you may now run activity, measurement, and financial / budget reports.

Activity Reports:

Allows you to quickly obtain historical and/or future reports on your executed and/or planned marketing activities during a specified time frame.

Measurement Reports:

Allows you to view the effectiveness of your marketing activities during a specified time frame – from leads generated to closed business as a result of a specific tactic.

Deadlines:

Allows you to view your marketing activity deadlines during a specified time frame.

Financial and Budgeting Reports:

Allows you to view the financial details for all “confirmed” and/or “considering” marketing activities during a specified time frame. A “what if” sensitivity feature helps you identify the impact of changing financial assumptions for specific tactics or adding/removing various activities.

Report Type : **Activity:** view all the confirmed and/or considering marketing tactics during a specified time frame.
 Include Notes for each activity: for all selected tactics include any notes I may have written for the respective tactic

Financial / Budgeting: view the financial details for all your confirmed and/or considering marketing tactics during a specified time frame.
 Measurement: view the effectiveness of your marketing tactics during a specified time frame.
 Deadlines: view your marketing activity deadlines during a specified time frame.

Print to : File Printer

Select categories to print : Conferences & Expos
 Speaking Engagements
 Direct Marketing Campaigns
 Advertising
 Press Releases
 Media Placements
 Other / Notes
[select all](#) | [select none](#) | [invert](#)

Start Date : [01] [December] [2003]

	Exhibiting	Entertainment / Food	Attendee Registration	Promotions	Sponsorship	Travel	Lodging	Other
✓ 10/1 - 10/1 NAACSB National Conference (Annual)	[1500]	[1000]	[100]	[2000]	[3000]	[500]	[600]	[0]
✓ 1/1 - 1/8 The International Forum Annual Meeting (Annual)	[0]	[0]	[0]	[0]	[0]	[0]	[0]	[0]
? 1/27 - 1/30 ASTD TechKnowledge Conference & Expo (Annual)	[1750]	[0]	[0]	[0]	[0]	[0]	[0]	[0]

COLLABORATION TOOLS

Account holders of HR Marketer can assign “viewing rights” to the Marketing Calendar, allowing remote/internal staff to quickly access the 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. We use it ourselves and it saves us from having to print out, mail, and/or fax oversized Excel spreadsheets!

“MY ACCOUNT”: UPDATING YOUR CONTACT INFORMATION, PASSWORD, AND ALERTS

By selecting “My Account” on the top right area of HR Marketer, you can edit your contact information, including mailing information (this is important if you ever want us to send you a media kit or trade-show prospectus), and your password.

You may also create and edit your Alerts here (see [Alerts](#), at the beginning of this guide).

You can also assign “viewing rights” to your Marketing Calendar from this page.

ANALYSTS

As a service to HR Marketer members, we track a select group of analysts covering the human capital sector. Many analysts welcome briefings from vendors on new product announcements and/or other news. However, due to time constraints, relevancy or other reasons, vendors are not always guaranteed a response. Also, don't be surprised to learn that some analyst firms have a "pay-to-play" policy, which may require you to purchase services from the firm in exchange for an analyst's time and/or coverage. Because each analyst has a different policy regarding vendor briefings and/or other communication protocols, we recommend you contact each analyst to obtain appropriate protocols.

AWARD COMPETITIONS

You can view award competitions relevant to the HR industry on the Awards Competitions link off the left sidebar of HR Marketer. This page includes application deadlines and guidelines, and each record includes a direct link to that award's web page.

ONLINE BUYER GUIDES

Online buyer guides are an effective way to place your company name and product information in the hands of hundreds of thousands of potential customers. Many guides offer free listing opportunities. HR Marketer provides a comprehensive list of online buyers guides for the HR industry. You will find this link on the left sidebar.

MARKETING AND PR TIPS

On the left sidebar of HR Marketer, you will see a section called “Marketing and PR Tips”. Depending on the section of HR Marketer you are visiting, these tips change. They are in yellow and preceded by a light bulb graphic. We encourage users to read the tips – they may help you with your marketing and PR. Each tip contains information on the activity(s) that can be performed within that section (i.e., how to write an effective subject for a press release).

HELP AND CONTACT US

Should you need assistance with HR Marketer at any time, please do not hesitate to contact us at 831-460-9700 or info@hrmarketer.com.

You will also notice throughout the HR Marketer site some green links that say “What’s This?”. You can click these for a brief description of the respective feature.