

Need To Manage Your Social Media Better?

See how the Social Media Management Team at fisher VISTA, HRmarketer's partner marketing agency, uses HRmarketer software to manage both curatorial and generative content for clients and its own brand.



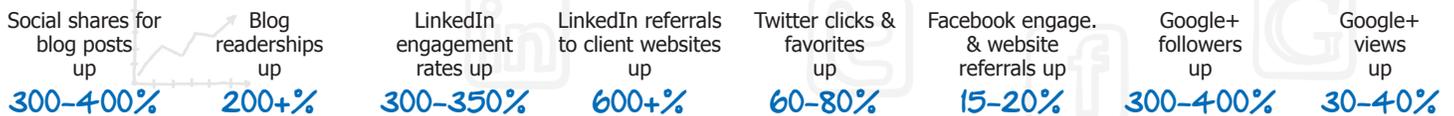
To manage social media successfully, you need vision and experience, tools and tenacity, depth and detail, reach and scope. For a marketing agency, the challenges intensify exponentially. You have to crush your own brand's results to earn clients. Then you have to crush their results to justify their investment with you. To manage it all, you need a tool that is as disciplined, sophisticated, and intuitive as you are.

CASE STUDY: fisher VISTA's full-scale adoption of HRmarketer has helped both internal and external growth continue at a dramatic pace.

The Situation:

Clients and prospects continue to query about social media. They want to go deeper, grow more, engage more effectively. And like any agency, fisher VISTA needs to answer the call. It needs to prove it's the best. And that means two kinds of results. For clients, and for itself. But fisher VISTA needs more than simple numbers, because gone are the days when blanket follower increases count. It's more nuanced and more complicated than that now. You have to understand targeting, influencer marketing, engagement. You have to create, curate and share. From tweet to white paper, short-form to long-, you've got to own it all. To be the best, you need the best tools available. Fortunately, fisher VISTA doesn't have to look too far.

The Results:



How The Results Were Achieved:

Christopher Watkins, fisher VISTA's social media manager, recently took some time to outline how he uses HRmarketer. His abridged first draft was 2000+ words. Since that's a little much, we think it's best to just provide these few highlights:

SHARING. Relying on real-time Top Article lists and topic-specific aggregations, Christopher discovers the most timely, relevant and insightful content available, and gets it to the people who need it, on behalf of those who live it.

ENGAGING. Following the content trails, Christopher watches, listens, and responds. From the thought leaders who create it, to the Influencers who analyze it, he stays with the content as it moves through HR space, providing supplemental comments to readers' comments to further the discussion, as well as to the content.

REACTING, INSPIRING, CREATING. Discovering great content begets more than sharing—it drives more creation. For example, Christopher writes his own posts in reaction to pieces of content; forwards ideas to team writers for inspiration; and alerts clients, framing responses on their behalf.

"HRmarketer software is essentially a tool of magnification, because everything I look at becomes exponentially bigger when I use it. I see more, share more, create more, engage more. I use HRmarketer software every day, for every thing."

Christopher Watkins
Social Media Manager, fisher VISTA



Do YOU want to get more visibility on social media?

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- ★ How your brand's social activity and results compare with your competition
- ★ Who is most engaged with your brand and your competition
- ★ And much more! [Click here to get your Insight Report.](#)

About HRmarketer

For more than a decade, HRmarketer has helped companies improve their visibility and brand recognition. Developed exclusively for the human resource and employee benefits marketplace, HRmarketer software provides real-time data, rich industry insights and brand visibility tools to drive your marketing and media relations campaigns. HRmarketer software improves your vision of the HR marketplace so you can improve your brand's visibility.

