

# HRmarketer Enables HRO Today To More Effectively Market and Communicate with Top HR-Industry Players



**The Situation:** *HRO Today* magazine and the *HRO Today* Services & Technology Association are at the forefront of learning and thought leadership in the HR industry. As a business, HRO strives to bring its readers and members a wealth of best practices that help their HR teams push forward. Key issues that HRO faces are finding HR topics that are trending, identifying key thought leaders in HR practice areas, and sharing the latest knowledge with targeted HR audiences.

We asked Zachary Misko, Vice President and Global Executive Director of *HRO Today* Services & Technology Association, to explain the reasons why he chose HRmarketer, how he used the software and the results he achieved.

## Using HRmarketer Software

HRmarketer software has enabled us to more effectively strategize and market, solving many of our challenges. The HRmarketer software platform provides resources, information and tools that we cannot access or leverage from anywhere else in the industry.

We needed a software platform to help us connect to our target audiences in the HR industry in order to share our news with them via press releases and through our social media channels. It has not disappointed. For example, the software has cut our time to schedule social media posts by 50%, versus doing them ourselves through each individual social media channel, and we are able to gain additional insights into which posts are being shared the most. We have even been able to customize targeted distribution lists of HR thought leaders. As such, we have been able to research, find and select HR thought leaders for us to approach to present our monthly Thought Leadership Council webinars that we host for our *HRO Today* Services & Technology Association membership, which happen in the areas of talent acquisition, talent management, outsourcing, and employee services and services.

If you have not seen this platform, you need to request a demonstration.



If you're not using this platform to reviv your marketing efforts to the HR space, you're missing out.

## Here are just a few of the benefits we've received:

- ✓ HRmarketer has enabled *HRO Today* to more effectively research, market, and communicate with top HR-industry players.
- ✓ Using the Research module from HRmarketer software, we have developed a pipeline of speakers who are interested in engaging with our global *HRO Today* Services & Technology Association.
- ✓ The News module on HRmarketer enables us, within just a few clicks, to get our press releases out to defined and targeted audience. This helps us communicate information in a timely manner.
- ✓ HRmarketer Insight software helped us identify key topics that have increased engagement of our monthly Thought Leadership Council (TLC) audience.
- ✓ HRmarketer Insight is also integrated with social media, making it simple to maintain branding parallels.
- ✓ HRmarketer Insight helps our company recognize the industry's most important topics – the topics getting the most engagement on social – which help us better understand how to select and market our content.
- ✓ HRmarketer's support staff is helpful and they support your company's success for the long-term.

Do you want to see the powerful tools HRO uses for its marketing success? Take a look at HRmarketer in action with a [live demo](#).

**About HRmarketer:** If you want greater visibility in the HR marketplace, HRmarketer software is the answer. No other product gives you a clearer view of this marketplace, or helps you get seen by more buyers. Our software gives you the information critical for your ongoing HR marketing success and the industry's most powerful social marketing and business intelligence platform. HRmarketer helps your brand be more social – and authentic – on social.

