

Sample HR Marketing Plan: **How HRmarketer Can Help**

This document outlines suggested marketing activities and how HRmarketer can help support the various activities. Not every activity is appropriate for every business. Some businesses invest in fewer, some in more. But in our experience these are the core marketing activities that most established HR solution providers invest in – although the amount invested in each activity varies considerably depending on the growth cycle, category and size of a business. Most companies in our industry spend between 5–10% of revenue on marketing.

Suggested Marketing Activity	Suggested Min. Frequency	How HRmarketer Can Help	Total Monthly Investment	Total Annual Investment
INFRASTRUCTURE: What you do before you spend money on marketing				
Messaging: engaging marketing copy and stories that resonate with buyers and differentiate your company.	Ongoing tweaks	Write/edit your marketing copy	\$	\$
Web Site Prep: SEO, blog/newsletter, CTA's / content registrations, social sites, etc.	Ongoing tweaks	Refer you to HRm 'verified' partners	\$	\$
Marketing Automation: drip email campaigns	Ongoing tweaks	Refer you to HRm 'verified' partners	\$	\$
CONTENT: Supports your messaging, fuels your marketing campaigns				
Premium: 2k+ words, graphically appealing, registration required.	Two per year	Write/edit your white papers and other content	\$	\$
Blog: 400-1k+ words, non-promotional, timely topics w/ @Mentions.	One post weekly	Pick engaging topics and write/edit your blogs	\$	\$
Case Studies: how companies benefit from your solution(s).	One per quarter	Interview customers and write case studies	\$	\$
Surveys/Original Research: the best way to secure media placements.	One per year	Refer you to HRm 'verified' partners	\$	\$
Videos: software, product and company videos for use on site and social advertising.	A luxury item	Refer you to HRm 'verified' partners	\$	\$

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LEAD GENERATION: Drives immediate sales leads				
Webinars: leverages your content, supports your messaging.	One per quarter	HRm Software: helps you find speakers and promote on social	\$	\$
Email Marketing: internal & rented lists to promote your content and webinars.	One per month	Refer you to HRm 'verified' partners	\$	\$
ONLINE ADVERTISING: Builds brand awareness and drive traffic to your website				
Remarketing, PPC, AdWords, Social, Display/Banners.	Ongoing	HRm Software: Create Twitter advertising lists	\$	\$
PR / MEDIA RELATIONS: Grow awareness and credibility of your brand				
Media & Analyst relations: pitch media, set-up analyst briefings, identify by-line or contributed article opportunities.	Ongoing	HRm Software: send pitches to journalists, get analyst lists and briefing policies, find media that accept contributed content.	\$	\$
News Distribution: distributed via wire services and direct to 'visibility rainmakers' in your industry.	One per month	HRm Software: distribute to newswires and syndication partners.	\$	\$
SPEAKING: Tell your stories direct to buyers				
Conferences: create speaking template(s) and submit to a minimum of 12 conferences.	Ongoing	HRm Software: access sample templates, identify speaking opportunities.	\$	\$
Podcasts: leverage conference "speaking" template(s) and pitch to industry podcast hosts.	Ongoing	HRm Software: find podcast speaking opportunities.	\$	\$

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CONFERENCES & TRADESHOWS: Get face-to-face with buyers and survey the competition				
Exhibiting (booth, staff, promotions, etc.)	One per year	HRm Software: find conferences. and exhibiting opportunities.	\$	\$
Attending only (register, travel)	One per month	HRm Software: find conferences.	\$	\$
SOCIAL MARKETING: Improve SEO, drive traffic to your site, engage with customers and influencers				
Twitter: follow, share, curate content, engage w/ influencers and events, participate in Twitter chats, and build lists of potential prospects.	30 minutes daily	HRm Software: complete HR social marketing platform for HR marketplace.	\$	\$
Facebook Page: share content on company page, comment and engage with others, participate in groups.	1-2 posts weekly, daily engagement	HRm Software: complete HR social marketing platform for HR marketplace.	\$	\$
LinkedIn Page: publish content on Pulse, company page and groups, comment and engage.	1-2 posts weekly, daily engagement	HRm Software: complete HR social marketing platform for HR marketplace.	\$	\$
AWARDS: Gain credibility and visibility				
Apply for industry awards to increase public perception of your products.	3 per year	HRm Software: view award competitions and application processes.	\$	\$
SOFTWARE YOU'LL NEED: Some suggestions for younger businesses				
CRM (e.g., Pipedrive)			\$	\$
Direct Email (e.g., Mailchimp)			\$	\$
Research & Social (e.g., HRmarketer)			\$	\$
Webinars (e.g. GoToWebinar)			\$	\$
Website Plugins (e.g. Mailchimp Forms, Thrive Leads)			\$	\$

Download this document as an interactive Google Sheet and input your own monthly activities and numbers to create your own marketing plan with a budget that meets your business needs: www.hrmarketer.com/spreadsheets.