

Case Study - Product/Company Launch



mResource is a new mobile technology firm specializing in recruiting. This start-up company needed to finalize the website content and someone to help launch their company and mobile recruiting offering. 3X Marketing developed a marketing and PR plan along with brand strategy in a lead marketing role for the company.

Phase	Item	Notes
Pre-Launch	Define Target Audience within the 3 Pillars (size, geography)	Corporate/Enterprise; Media - Mobile Enablement; Mobile Recruiting Solutions - HR/Recruiting Executives/RPO Firms; Target companies already using SMS Mass Texting.
Pre-Launch	Create/Deploy Brand Attributes	Visual versus Alerts/CRM d i.e. customer consideration
Pre-Launch	Website	Visual versus Alerts/CRM d i.e. customer consideration
Pre-Launch	Contact Info	Used for web Mobile stats, where, when Create brand use.
Pre-Launch	Strategic Messaging Document	Develop Target
Pre-Launch	Sales Presentation	Build Audience
Pre-Launch	Create targeted business development list/strategy	Use SalesFor
Soft Launch	Begin Business Development to Primary Prospects	Timeframe?
Soft Launch	Determine Social Media Strategy Components: Twitter, Facebook, Blog, LinkedIn, Etc.	
Soft Launch	Develop CRM/Sales Lead System	
Soft Launch	Develop Testimonials	
Soft Launch	Develop marketing & publicity strategy/concepts to launch products;	
Soft Launch	Based on concept selection, build components &	

Developed Comprehensive Launch Plan

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FOR IMMEDIATE RELEASE
JUNE 2, 2010

mResource
MOBILE WEB 2.0 INTERACTIVE TEXT MESSAGING

PRESS RELEASE
mResource Launches Mobile Web 2.0 Plus Interactive Texting Technology for Recruiters
New mobile phone recruiting platform gives innovative recruiters the edge

Chicago, IL, June 2, 2010 – Mark Merzler, Founder & CEO of mResource, announced today the launch of a new mobile technology that will revolutionize the way employers and job seekers connect. According to the CTIA, wireless text messaging is used daily, and with mobile web being the fastest growing segment of the mobile phone market, this new technology gives recruiters a way to maximize the effectiveness of their recruitment efforts. The text messaging technology utilizes an interactive application that allows candidates to instantly begin the application process, and the resulting data is captured and integrated into any applicant tracking system. This technology also provides mobile web capability to build mobile career sites, and allows for the development of mobile recruiting campaigns that can be deployed from any location at any time.

Michael Merzler, an established blogger and author, has published a series of articles on mobile recruiting technology, and is a frequent speaker at industry conferences. He can be reached at mmerzler@mresource.com or on Twitter at @mmerzler.

PR Strategy & Execution

mResource
MOBILE WEB 2.0 INTERACTIVE TEXT MESSAGING

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INTERNAL USE

Thought Leadership Article (not press release).
Pitch list (in order): HR Magazine, Workforce Magazine, HR Executive, HRO Today

Innovative Recruiters Embrace Mobile Recruiting
If You Think Mobile Recruiting is an App, Think Again

A new paradigm of recruiting is here and forward-thinking change with open arms. Mobile web 2.0 is the combined website that extends employment branding to any mobile device. Owning a mobile phone, it has quickly emerged as the most commonly used device, with over 4.8 billion mobile subscriptions.

Why go mobile?
According to Michael Merzler, a mobile recruiting enthusiast, "webinar featuring mobile recruiting all reputable companies to communicate and engage the talent community."

Cost Effective
The cost to utilize this channel to communicate with candidates is significantly lower than traditional sourcing methods like job boards, which can be expensive and the cost to exchange text messages.

Interactive Text Messaging
Mobile Web 2.0 uses interactive text messaging to use social media to post a job opportunity using a candidate's cell phone. The key word is the mobile device. mResource, a new mobile recruiting technology, manages mobile recruiting.

"The ability to pre-screen a candidate instantly by answering streamlines the intake process. In addition, with the reporting portal or it can be pushed to a platform," explained Mark Merzler, mResource CEO.

Mobile Sites
Not to be confused with an mobile "app" which information on only certain types of mobile devices, mResource is a comprehensive mobile device component to deploying a comprehensive mobile application to view and interact with a company's career site.

Speed and Rate of Read/Response
Over ninety-five percent of text messages are read within two minutes with a 200% increase in response rate with mobile text messaging as one of the most powerful communication channels.

Internal Messaging & SEO Strategy

Twitter Presence

mResource
MOBILE WEB 2.0 INTERACTIVE TEXT MESSAGING

Platform Solutions Reporting FAQs News & Events About Us

mRecruiting

Mobile Recruiting Defined - Uses mResource technology to enable your mobile recruitment campaigns. Speed up your screening process with smart text messaging and mobile career pages. See live results and integrate technology with your applicant tracking system. Recruiters can immediately engage prequalified inbound candidates.

Learn More

mRecruiting mEmployee Engagement mBroadcast Media

"Mobile technology that enables you to make a connection, anywhere and at any time. We enable your mobile recruitment campaigns."

Mobilize
Enable mobile response to postings, better ads, print ads, radio - pretty much anything...

Connect
Interactive list with mobile web guides dialogue with the candidate, employee or listener.

Engage
We collect the data you specify and deliver text responses to enhance customer experience.

Report
Real-time data is captured on a reporting dashboard. Data can be integrated with any technology.

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Thought Leadership Articles & Media Pitch

Website Development & Product Presentation Strategy