



## PR Case Study



## The People Enablement Platform

Impraise empowers your people to accelerate their performance and professional growth with clear direction, alignment, feedback exchange, and recognition.





## Some background info...

In 2016, Impraise was a recently funded global startup with an ambition to grow exponentially in a few months time. The startup was also expanding to the US and needed to create some buzz in that market, as well as in Europe. Before joining Impraise, the company was featured in the press only once. Nonetheless, they saw the value of a good PR strategy, so they hired Matias Rodsevich to create one completely from scratch. The main challenge of the PR strategy was a very low budget, so creativity was a must-have.





## What did the strategy consist of?

- **Thought Leadership**

We realised that in order to stick out from our competitors, we needed to position ourselves as thought leaders in the industry. For that, we created top-notch content that provided value to our audience and got it published in Tier 1 Publications like [entrepreneur.com](http://entrepreneur.com), Fast Company, among other outlets.

- **Events Management**

By creating innovative stories and conducting research with our clients, we secured speaking slots in many leading events at no cost. HRTechWorld, Beyond, Websummit, were some of the +15 events where we got a chance to speak and share our vision among our target audience.





- **Content Marketing**

Through a close-collaboration with the content team, we managed to get our content published in over 100 publications. In some of them we achieved contributor status, such as [entrepreneur.com](https://www.entrepreneur.com). Thanks to that, we also managed to attend events for free and create content with influencers, which helped us expand our reach and increase our inbound leads.

- **Media Relations**

In order to boost our branding, create buzz and get new leads, we started pitching stories to Tier1 publications like The Times UK, Forbes Magazine, Fortune Magazine, among many others. Due to how creative and insightful the stories were, we got over 100 press repercussions at 0 cost. We also collaborated with over 15 influencers to create stories for the press.





## Results:

In 2 years time, we have:

- Achieved Regular Contributors positions of +30 blogs & news sites from the HR industry including [entrepreneur.com](#), HRZone and CMSWire
- Achieved more than 100 pieces of media coverage in renowned publications.
- Over 300 media placements. Over 140 million impressions
- 130K monthly visits to the blog. 10K new subscribers to the blog
- Created a community of 1.500 HR professionals in the Netherlands (The HRTech community)
- Over 15 speaking opportunities in leading industry events and one of the founders (Steffen Maier) was positioned as a thought leader in the HR field globally.

*[Link to highlighted pieces of coverage and results](#)*  
*[bit.ly/coverage\\_impraise](#)*



## **Impraise is a happy client**



*Steffen Maier,  
Co-Founder of Impraise*

Matias is an exceptional team member and marketing professional. He is honest, reliable, and incredibly hard-working. Beyond that, Matias is someone who gets to good results quickly and is always committed to go the extra mile. What I value most is his great eagerness to move the whole team or even the whole company forward continuously. Matias has achieved tremendous success with his PR and communications initiatives, which resulted in more business opportunities and more closed deals.



# Are we a fit?

Get in touch!

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