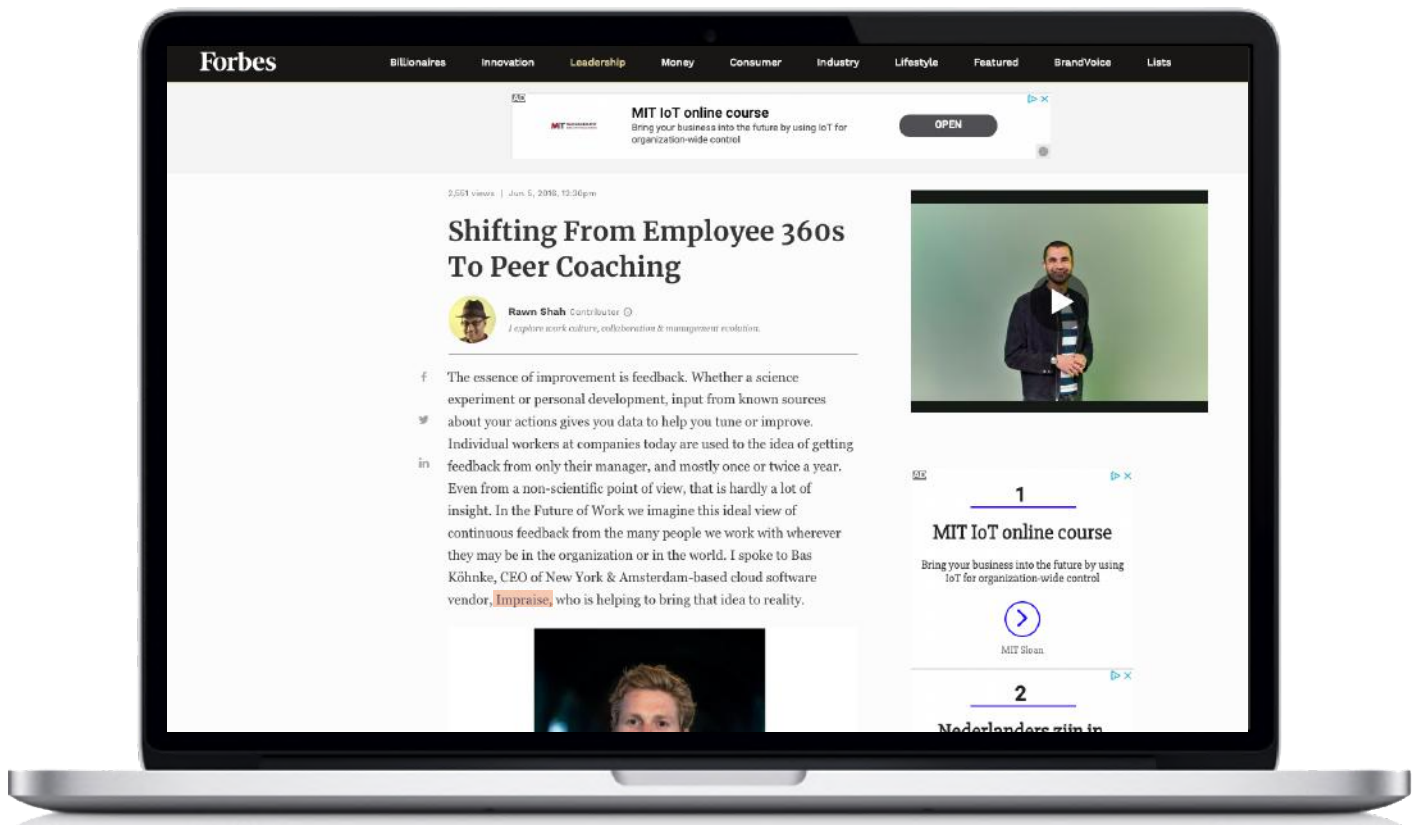


# impraise

The People Enablement Platform





## SUMMARY

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

## CHALLENGE

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 PR Lab to create one completely from scratch. The main challenge of the PR strategy was a very low budget, so creativity was a must-have.





## PR LAB STRATEGY

### 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 and Web Summit were some of the +15 events where we had a chance to speak and share our vision with target audiences.





# Media Relations

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. We got **over 100 press repercussions at 0 cost**. We also collaborated with over 15 influencers to create stories for the press.

**How To Implement Change Without Making Your Employees Hate You**

Companies suffer working woes for multiple perspectives - before implementing direct plans.

**STYLING: SUE**  
 Employers a just-out-of-thin-Memphis rather than!

**ATTITUDES**  
 Anyone who the acts of good for a (i)

**FORTUNE**

(EST.) MONTHLY VISITS: **14.2M**

Powered by **SimilarWeb**

(EST.) COVERAGE VIEWS: **18.4K**

DOMAIN AUTHORITY: **91**

(EST.) MONTHLY VISITS: **12.6M**

Powered by **SimilarWeb**

(EST.) COVERAGE VIEWS: **16.3K**

DOMAIN AUTHORITY: **91**

LINKS FROM COVERAGE **1**  
[\(INFO\)](#)

## Let's Review, Shall We? How Software Is Transforming On-the-Job Feedback



by Getty Images

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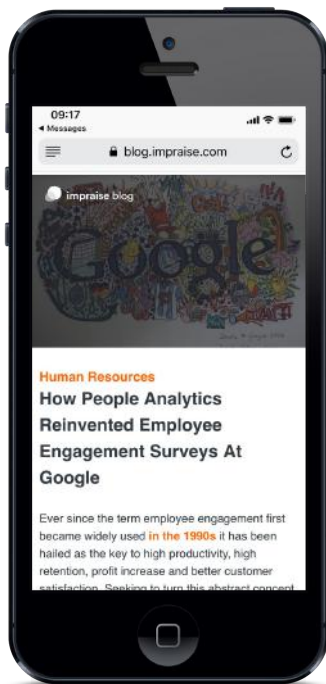




# Content Marketing

*Educating and ultimately winning over new clients*

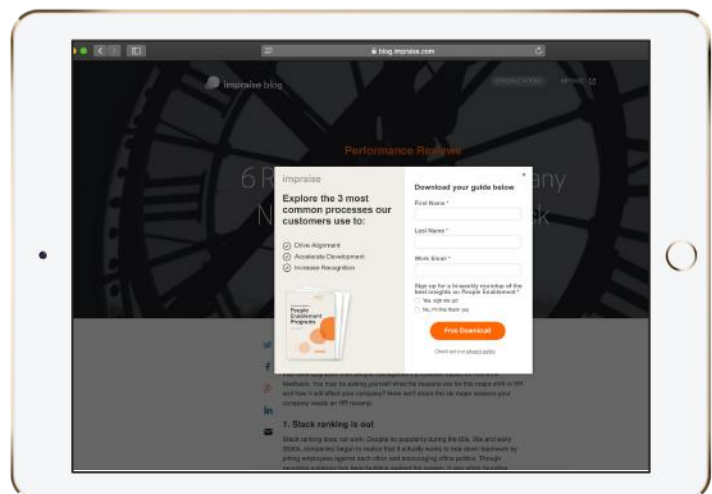
As a disruptor in the HR tech space, Impraise faced the challenge of educating and ultimately winning over new clients to their solution. To solve this problem we created a series of blog posts that were later turned into 5 downloadable eBooks and white papers. These resources were used to create effective lead nurturing campaigns.



## The 2019 Guide to Modern Performance Management

Traditional performance reviews simply don't fit in today's agile work environment. Learn what to avoid and where to start with creating engaging reviews processes that drive performance.

Download now





# Thought Leadership

*Positioning Impraise's founders as thought leaders in the industry*

The image shows two screenshots of online content. The top screenshot is from Forbes, featuring an article titled "Separating Performance Management From Compensation: New Trend For Thriving Organizations" by Kathy Caprino. The article includes a video thumbnail of a woman speaking, a "TWEET THIS" section with two tweets, and a "Part Of The Series 'Supporting Today's Workforce'" section with a photo of two people in a meeting. The bottom screenshot is from Entrepreneur.com, showing the profile of Steffen Maier, a guest writer and co-founder of Impraise. It includes a bio, social media links, and an "ABOUT STEFFEN MAIER" section with a paragraph of text.

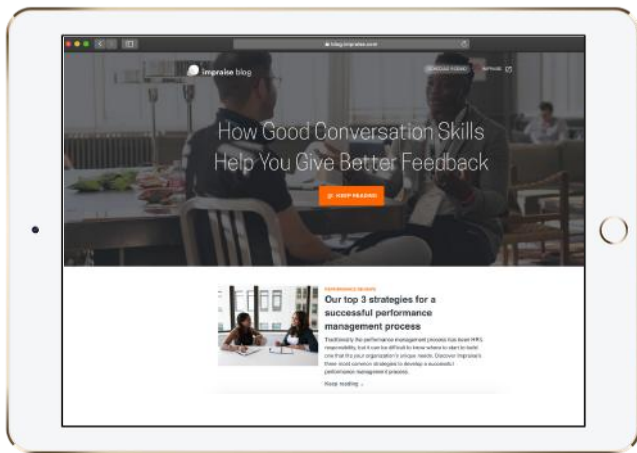
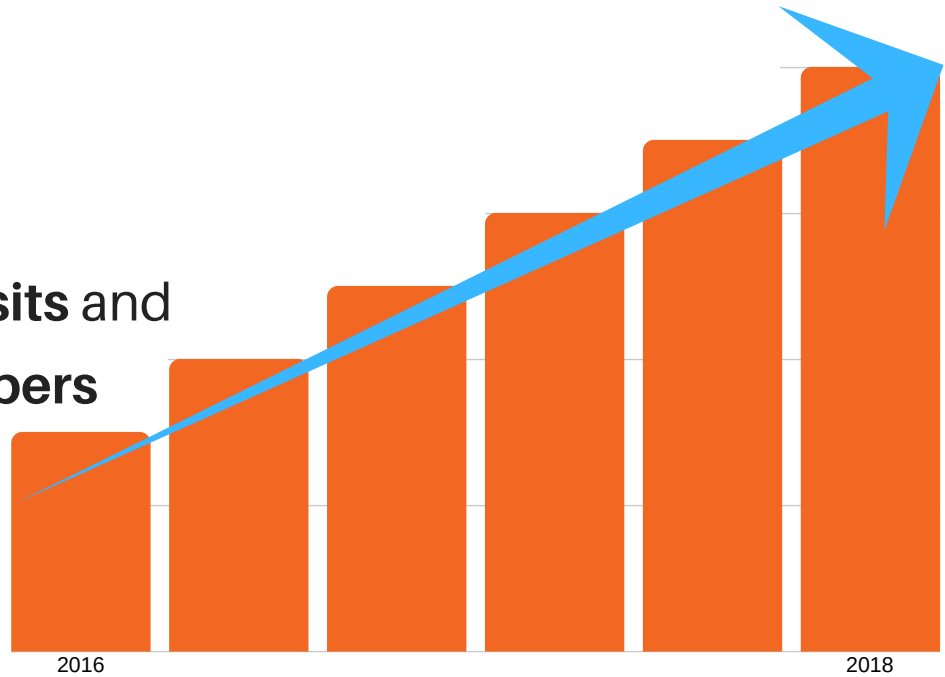
In order to stand out from our competitors, we needed to position Impraise's founders as thought leaders in the industry. To do this we created top-notch content that dove deep into industry challenges and achieved contributor status in Entrepreneur.com, CMS Wire, Bizjournals, Workology, among others.

**Over 15 speaking opportunities in leading industry events and one of the founders was positioned as a thought leader in the HR field globally with more than 10,000 followers on LinkedIn**



## PR lab RESULTS

**130K** monthly visits and  
**10K** new subscribers  
to the blog

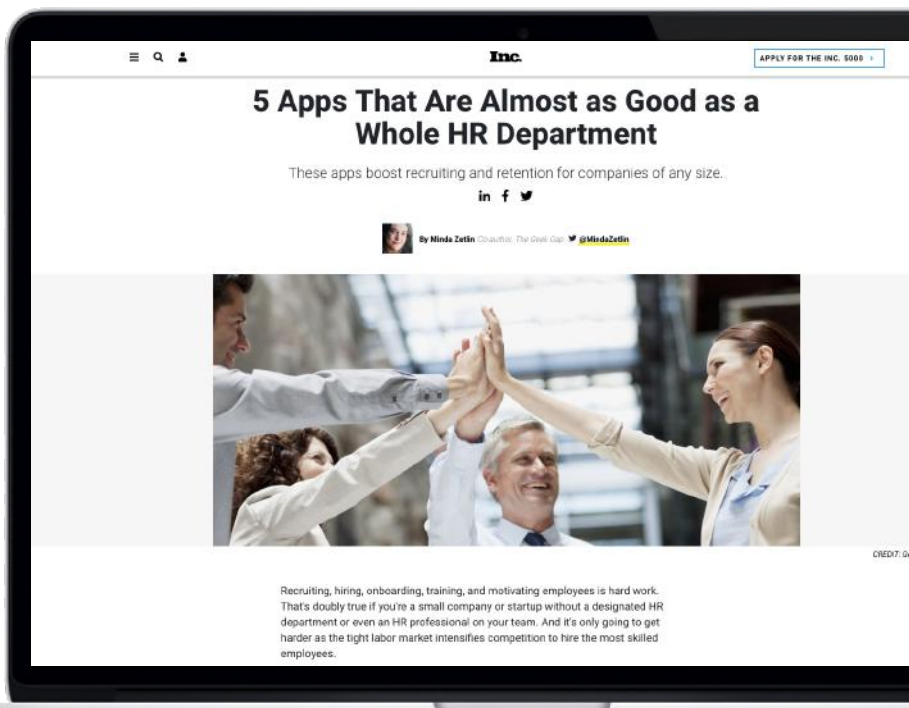
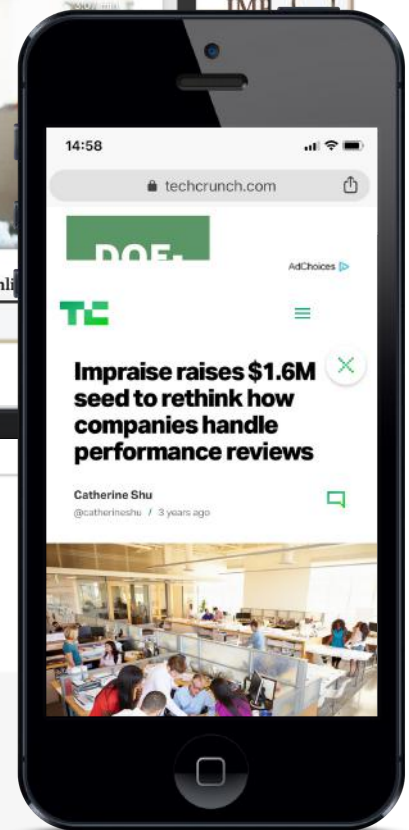
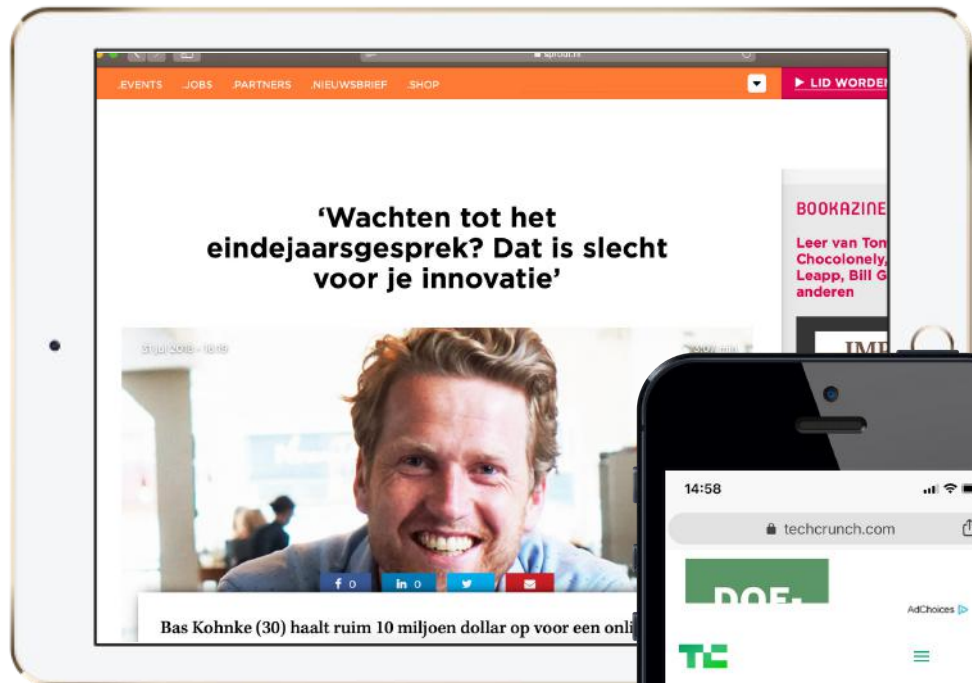


**+30 blogs & news sites** from the  
HR industry including  
Entrepreneur.com, HRZone and  
CMSWire

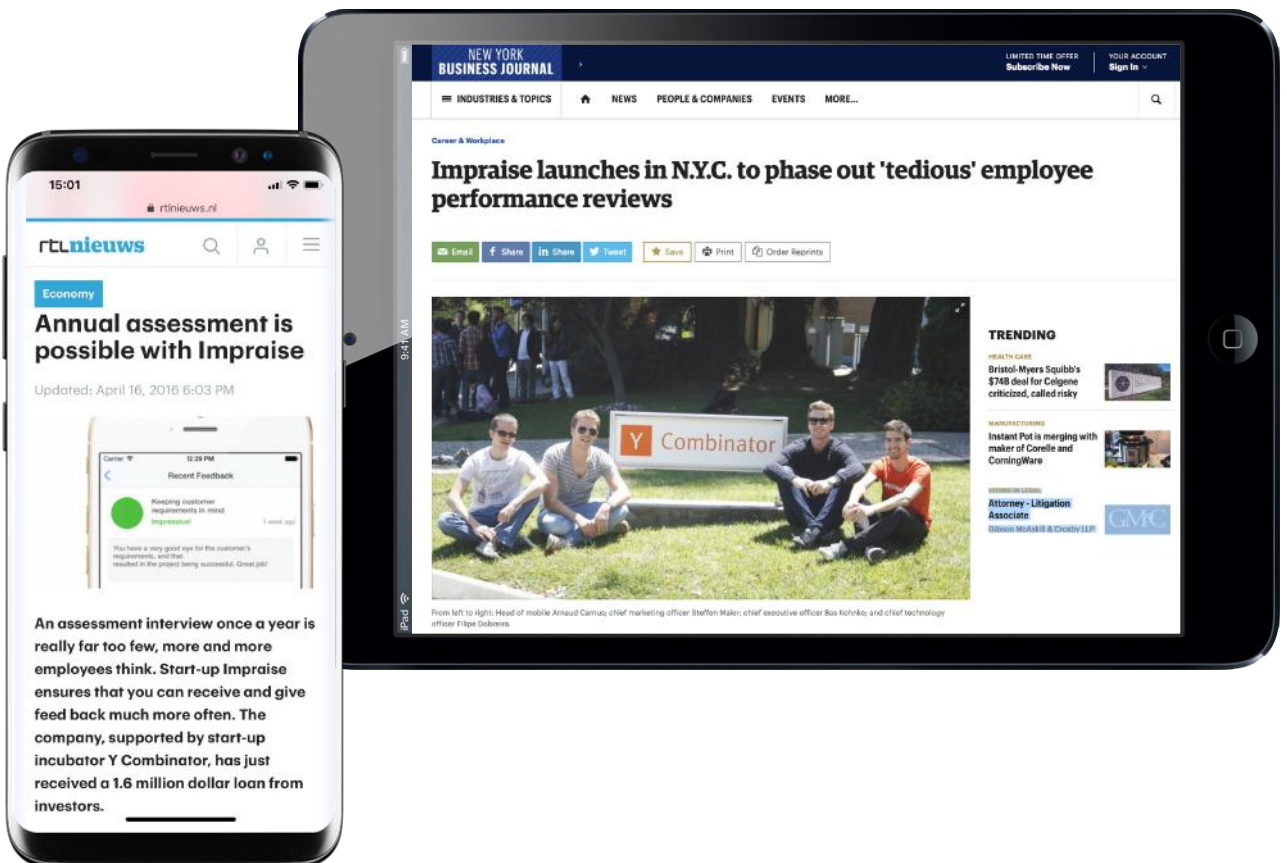


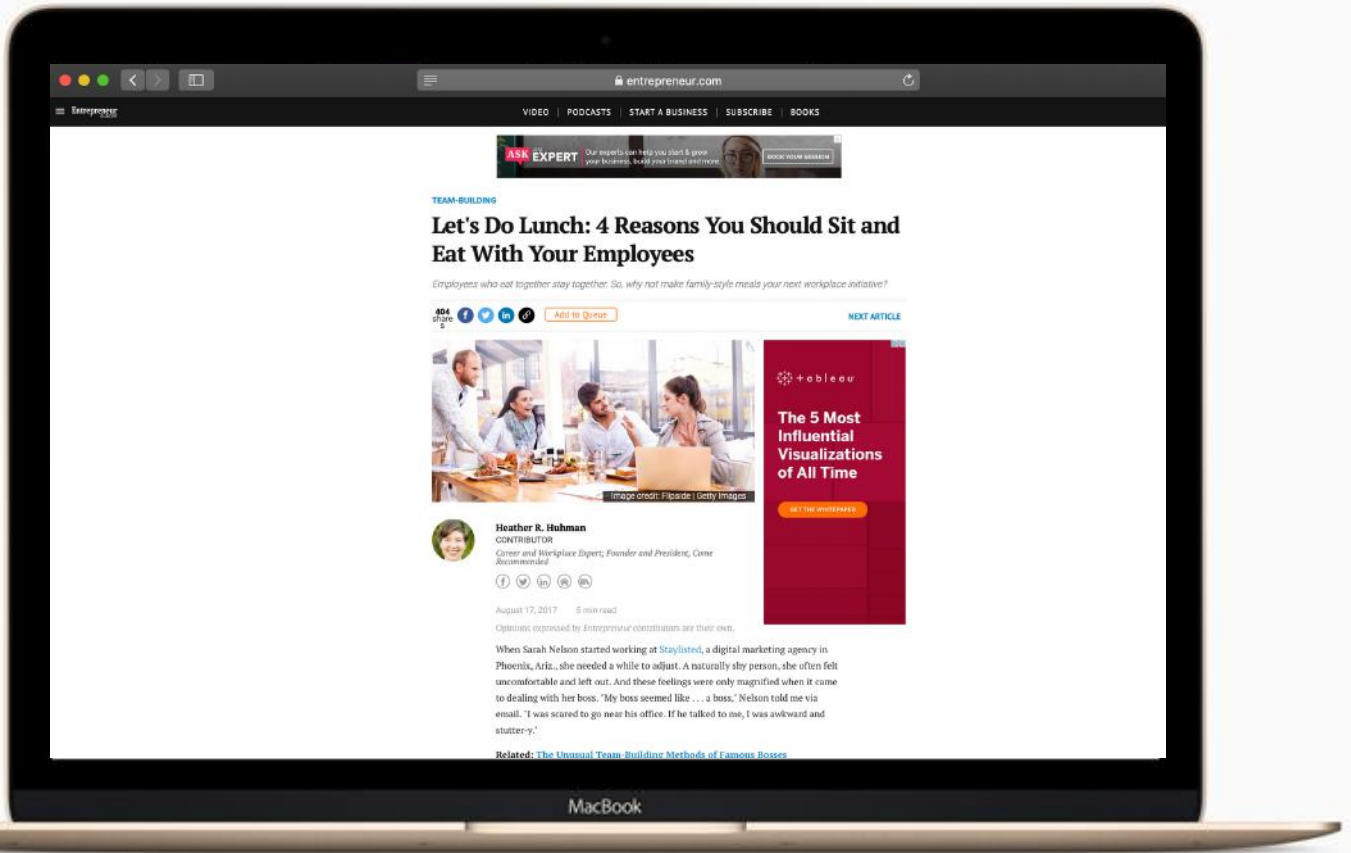


more than 100 pieces of media  
coverage in renowned publications  
[bit.ly/coverage\\_impraise](http://bit.ly/coverage_impraise)









## 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!  
[hello@prlab.co](mailto:hello@prlab.co)  
+31 0619884082