

Katrina Strathearn – Portfolio

Organisation: XpertHR US

Project: Contributing Author Resource Centre & Relationship Building Programme

Skills: Content Planning, Copywriting (Web, Email, Brand Guidelines)

XpertHR is a subscription-based online product for HR Managers, providing them with legal guidance, templates and resources to assist them in navigating the complex employment law environment they work within.

While in my role as Marketing Executive at XpertHR UK, I was seconded to assist in the launch of the product in the US, which included developing a programme to build relationships with the many external law firms who provided content for the XpertHR product.

We wished to engage them with the brand and promote themselves as contributing authors (and therefore experts in their field) to XpertHR – the first product of its kind in the US.

It was felt that an author's only area of the website would be the most appropriate vehicle to host a suite of tools which included templates for client letters, feature articles and emails, together with brand guidelines and special logos.

Authors were contacted personally by XpertHR editors to inform them about the programme, and were followed up by email with a special offer for their clients. Any articles, blogs or social media mentions published by authors to promote their involvement with XpertHR were quickly re-posted and thanked on XpertHR's social media channels.

My involvement in the project included concept development, campaign planning, research and copywriting.

Examples of pieces from this project that follow:

- *Example of the Author Resource Centre (A3)*
- *Template email to clients*
- *Template press release*
- *Template biography copy*
- *XpertHR brand guidelines for authors*
- *Discount offer flier*

XpertHR Contributing Author Resource Center

As a contributing member of XpertHR's elite author team, your involvement with our revolutionary new product can be utilized in your firm's or organization's marketing efforts to highlight and reinforce your expertise, and enhance your value to clients and prospects.

The resources and suggestions on this page have been developed to support you with these promotional activities and provide guidance on how to use the XpertHR brand.

Should you have any questions about any of the information or resources available here, please contact your editor or email authors@xperthr.com.



Promotional Opportunities

There are a range of ways that you can promote your involvement with XpertHR to your clients, peers and industry media. You may want to consider any or all of the following activities:

Your Website

Your website is an important vehicle to promote your involvement with XpertHR and will assist in reinforcing your expertise and value to new and existing clients. We have developed the following resources to help:

- Draft copy to place on your website
- A graphic badge to easily identify you as an XpertHR contributing author or author firm, and act as a link to the XpertHR website.

Contributing Author

Contributing Author Firm

Press Release

Preparing a press release regarding your involvement to send to media outlets and adding to your firm or organization website can enhance the value of your brand. We have drafted a press release which you can use and modify to suit your needs.

Author Biographies and Logos

Promoting your involvement with XpertHR is a good way to enhance your credentials and raise your profile within the industry. We have drafted biography statements for use in the following situations:

- Your LinkedIn profile;
- Your profile on your firm's website;
- Your blog;
- Speakers' profiles for events and conferences; and
- Authors' biographies, should you write for other publications.

Should you wish to have your firm or organization's logo placed alongside your biography on the XpertHR website, please contact your editor or email authors@xperthr.com.

Firm Newsletter

You may wish to include a short story about your involvement with XpertHR. The draft press release and/or draft copy provided in the Author Biographies resource would be suitable for this purpose.

In all electronic media, we encourage you to link to www.xperthr.com wherever possible.

Toolkit: Promotional Opportunities

XpertHR Brand Guidelines

Download:

Template Press Release

Download:

Template Biography Copy

Download:

Template Website Copy

Download:

XpertHR Author Badge

Download: [zip file](#)

Contributor's Spotlight

James Anelli is a shareholder at the Newark, New Jersey, office of LeClairRyan. Mr. Anelli focuses his practice on the representation of public and private sector management in employment discrimination and labor litigation.



[Meet James Anelli >](#)

Customized (or Co-Branded) Marketing Material

We understand that every firm and organization is different, so our marketing team can work with you and your team to develop customized marketing collateral that can be tailored to your specific needs.

Should you be interested in any of the following options, please contact us at authors@xperthr.com.

Customized Four-Page Brochures

We can produce a four page brochure that outlines your and/or your firm's contribution to XpertHR, and additional comprehensive information regarding the product.

Events & Conferences

We can work with you to produce collateral tailored to any employment conferences, workshops and seminars that your firm or organization may be hosting or presenting at.

Customized PR Copy

We can assist you in preparing information to be sent to the media or for use in your own newsletters, emails or on your website.

Podcasts

We regularly interview our authors for podcasts and are always happy to receive expressions of interest from HR experts who wish to participate in these. If you have an area of specialty and would like to be involved, or have an idea for a future podcast, please email us at authors@xperthr.com and we will consider it.

If you have appeared in an XpertHR podcast, we will be happy to highlight your involvement wherever possible in our email and web communications prior to and following the event, and can also provide support in terms of press releases when requested.

An Award-Winning Team

Our team of editors, comprised of attorneys and SPHR-certified professionals, shapes legal content into our uniquely practical format. Coming from diverse backgrounds and lending expertise in a range of specialty areas, our editors cover every HR topic from recruitment to retirement.

[Meet the team >](#)

Awards for XpertHR

XpertHR is proud to have won the following prestigious awards:

- **2013**
 - o APEX Awards for Publication Excellence 2013 Winner: **New Website**
 - o Content Marketing Awards - CMA 2013 **Bronze Award for Best Overall Editorial for a Website**
 - o SIPAwards - SIPA 2013 **Best Newsletter - Business/Marketing Best New or Relaunched Website**
- **2012**
 - o APEX Awards for Publication Excellence 2012 Winner: **New Website**
 - o Magnum Opus Awards 2012 **Gold Award for Best New Publication/Product**
 - o *min's* Editorial & Design Awards 2012 Winner: **Website Design, B2B**
 - o Web Marketing Association's WebAwards 2012 Winner: **Standards of Excellence**

Client Referral & Discount Program for Participating Firms

As a contributing member of XpertHR's elite author team, you are entitled to offer your clients a **20% subscription discount**.

Armed with XpertHR, when your clients face everyday employment challenges or policy changes, you can be confident that they have executed best-practices at all levels; thereby giving you a significant advantage in winning positive outcomes for them. Your firm or organization's name and author/attorney name(s) will be exposed to your clients in the product, reinforcing your expertise and value to them.

The process is simple:

1. Contact your clients about your involvement with XpertHR using the [template introductory letter or email](#) provided on this page. This email includes an invitation to schedule a demonstration of the product and a **unique promotional code**. Please contact your XpertHR editor or email authors@xperthr.com to obtain the code.
2. Your client contacts XpertHR to schedule a demonstration or free trial and quotes the promotional code.
3. Your client receives a 20% discount upon purchase* of a subscription.

We also have included a [one page brochure](#) that you can customize with your logo and promotional code to send to clients or associates of the firm.

*The 20% subscription discount rate only applies to the customer's first 12-month subscription. Subsequent subscriptions will be charged at the full rate. This offer is only valid for new customers of XpertHR.

Toolkit: Client Referral & Discount Program for Participating Firms

Template Letter to Clients

Download:

Template Email to Clients

Download:

Discount Offer One Page Flier

Download:

<h4>Explore XpertHR</h4> <ul style="list-style-type: none"> Tasks Topics Tools 	<h4>Learn More</h4> <ul style="list-style-type: none"> Why Choose XpertHR Partners Products 	<h4>Get In Touch</h4> <ul style="list-style-type: none"> Contact Us Feedback Subscribe 	<h4>Connect With Us</h4> <ul style="list-style-type: none">
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How to use this: just copy and paste this text into your own email template and fill in the areas enclosed in [] with information relevant to your organization or firm.

Subject line: **Special Announcement – [Organization/Firm Name] and XpertHR**

Dear [Name]

We are delighted to announce that [Organization/Firm Name] is part of an elite group of authors for [XpertHR](#), a new, award-winning employment law compliance resource developed by Reed Business Information, in partnership with LexisNexis.

Written by the top employment attorneys and HR experts in the country, [XpertHR](#) is a unique online service to help employers comply with federal, state and municipal law, presented in a practical format designed specifically for HR Professionals.

In the [name of section(s)], our very own [Author name(s)], [position(s) title] provide(s) valuable insight and share [his/her/their] expertise on a range of important topics, including:

- Topic 1
- Topic 2
- Topic 3

XpertHR is extending a special offer to our valued clients – a **20% subscription discount*** on your first subscription.

Our contribution, along with the other comprehensive guidance, documents and tools available on [XpertHR](#), assists employers to integrate compliance into their regular workflow. As a subscriber to [XpertHR](#), you can be assured that you have executed best-practices at all levels – to prevent legal action – but confident that in the event that legal action is necessary, the likelihood of a positive outcome is greatly increased.

This is an exceptional resource and we encourage you to take advantage of this offer. Please call **1-855-973-7847** to speak to an account representative and schedule a demonstration or free trial, quoting **[CODE: contact your XpertHR Editor for your firm's unique code]**. You may also wish to visit www.xperthr.com to learn more about this service.

Should you wish to discuss our involvement with [XpertHR](#), please do not hesitate to contact [contact name, phone number, email address].

Yours Sincerely,
[NAME]
[POSITION]

*The 20% subscription discount rate only applies to the customer's first 12-month subscription. Subsequent subscriptions will be charged at the full rate. This offer is only valid for new customers of XpertHR.

How to use this: just copy and paste this text into your own press release template and fill in the areas enclosed in [] with information relevant to your organization or firm.

[Firm/Author Name] Commissioned as Content Expert for New HR Compliance Website

[Firm/Author Name], who has [summarize experience relevant to XpertHR work – e.g. 20 years experience in counseling HR on Massachusetts employment law], was [recently/this year] commissioned as a subject matter expert to write for XpertHR (www.xperthr.com), an award-winning subscription-only website for HR professionals, recently released by Reed Business Information, in partnership with LexisNexis.

Written by the top employment attorneys and HR experts in the country, XpertHR is an online resource which helps HR professionals comply with employment and labor law at the municipal, state and federal levels.

[Firm/Author] specifically contributed the following [sections to the Employment Law Manual: or content:]: [list states, section names or article names].

[Author quote regarding their contribution to XpertHR and how they have used their experience to prepare the content]

XpertHR's Head of Content, Peggy Carter-Ward, believes that the strength of the XpertHR product lies in the quality and breadth of the content provided by highly experienced attorneys like [author name].

"By tapping into the in-depth practical experience and localized knowledge of these firms, we are able to provide accurate and up-to-date information that is relevant to where the subscriber is based and to the myriad of unique challenges faced by employers every day," she said.

XpertHR provides HR professionals with best practice guidance, in plain English, on all aspects of people management to help HR attract and retain strong talent and avoid unnecessary lawsuits. Visit www.xperthr.com for more information about the extensive tools and resources, and to request a demonstration.

[ENDS]

Media contact:

[Name]
[Organization]
[Phone Number]
[Email address]

Further information:

XpertHR is a Reed Business Information product. Reed Business Information and LexisNexis are divisions of Reed Elsevier. XpertHR is based on an award-winning market-leading HR compliance and best practice product first launched by Reed Business Information in the UK (www.xperthr.co.uk).

This language should be used when authors are referring to themselves in relation to XpertHR. Please contact your XpertHR Editor should you have any queries about how and when this suggested text can be used.

Generic Blurb

Written by the top employment attorneys and HR experts in the country, XpertHR is a unique online service to help employers comply with federal, state and municipal law, presented in a practical format designed specifically for HR professionals.

XpertHR provides HR professionals with best practice guidance, in plain English, on all aspects of people management to help HR attract and retain strong talent and avoid unnecessary lawsuits.

Visit www.xperthr.com for more information about the extensive tools and resources available, and to request a demonstration.

Partnership Credit Line

XpertHR is an employment law compliance resource developed by Reed Business Information, in partnership with LexisNexis.

Author Biography and LinkedIn Profile Language

Long version: for use in firm newsletters, to send to press or for use as a speaker's biography for conferences or events.

In [year], [author name], [position title at firm title] was selected to author [articles in the state/section name] of XpertHR, a new, award-winning online employment law compliance resource developed by Reed Business Information, in partnership with LexisNexis.

XpertHR is a practical resource designed to help HR professionals comply with federal, state, and municipal law. It is organized around the day-to-day tasks of HR professionals and presented in an interactive and easy-to-use format.

In the [section name], [author] provides valuable insight and shares [his/her] expertise on a range of important topics, including:

- Topic 1
- Topic 2
- Topic 3
- Topic 4
- Topic 5

For more information about [firm title], visit [firm website]. For additional information about XpertHR or to request a demonstration, visit www.xperthr.com.

Long version: for use on the author firm's website or on LinkedIn (change to first person if necessary).

In [year], [author name], [position title at firm title] was selected to author [articles in the x section/section name] of XpertHR, a new, award-winning online employment law compliance resource developed by Reed Business Information, in partnership with LexisNexis.

XpertHR is a practical resource designed to help HR professionals comply with federal, state, and municipal law. It is organized around the day-to-day tasks of HR professionals and presented in an interactive and easy-to-use format.

In the [section name], [author] provides valuable insight and shares [his/her] expertise on a range of important topics, including:

- Topic 1
- Topic 2
- Topic 3
- Topic 4
- Topic 5

For additional information about XpertHR or to request a demonstration or free trial, visit www.xperthr.com.

Short Version

In [year], [author name], [position title at firm title] was selected to author [articles in the x section/section name] of XpertHR (www.xperthr.com), a new, award-winning employment law compliance resource developed by Reed Business Information, in partnership with LexisNexis.

XpertHR is a practical resource designed to help HR professionals comply with federal, state, and municipal law. In the [section name], [author] provides valuable insight and shares [his/her] expertise on a range of important topics, including: [x, y, z]

One-liner

In [year], [author name], [position title at firm title] was selected to author [articles in the x section/section name] of XpertHR (www.xperthr.com), a new, award-winning online employment law compliance resource developed by Reed Business Information, in partnership with LexisNexis.

When referring to XpertHR or applying our branding, please adhere to the following guidelines to help us ensure consistency across all communications and a high level of presentation.

Standard Partnership Credit Line:

Please refer to XpertHR together with LexisNexis using the following line:

XpertHR has been produced in partnership with LexisNexis.

Referring to an author of XpertHR:

Please refer to a single author as an *XpertHR Contributing Author*

Referring to an author firm of XpertHR:

Please refer to a firm as an *XpertHR Contributing Author Firm*

XpertHR Website:

- The website address should always be written as: www.xperthr.com
- When directing people to the website please use the following line:

For further information or to request a demonstration of XpertHR, please visit www.xperthr.com

Citation for Federal Level Content:

Author, "Federal [Article Name], [Section Name] section in the online *XpertHR US Employment Law Manual*, XpertHR 2012 (www.xperthr.com).

For example:

Author, "Federal Employer Liability Concerns in Employee Management," Employee Management section in the online *XpertHR US Employment Law Manual*, XpertHR 2012 (www.xperthr.com).

Citation for State Level Content:

Author, “[Article Name]:[State(s)],” [Section Name] section in the online *XpertHR US Employment Law Manual*, XpertHR 2012 (www.xperthr.com).

For example:

Author, “Employer Liability Concerns in Employee Management: California,” Employee Management section in the online *XpertHR US Employment Law Manual*, XpertHR 2012 (www.xperthr.com).

Author badge:

- This badge can be used on your website, on printed collateral or on email signatures.
- Please leave a clearance of 15px / 3/16 (0.1875) in around the badge
- The minimum acceptable size for the badge is 100px wide. The recommended size is 200px wide.
- Please use the badge as it has been provided. No alterations are permitted.
- Please ensure that you link this badge to www.xperthr.com

One Page Charter Subscription Discount Flier:

- This document has been designed as a one page flier, all you need to do is add your firm’s logo and unique promotional code where indicated.
- Please refrain from changing the text provided.



Proudly partnered with LexisNexis

20%
Client Discount Offer*

Exclusive Subscription Offer

In Partnership with:

Your Logo Here

Our firm is part of elite author team for [XpertHR](#), an online resource which helps the HR professional comply with employment and labor law at the municipal, state and federal levels.

For a limited time, our valued clients and associates are entitled to a **20% subscription discount***. For a demonstration, free trial or to subscribe, call or email [XpertHR](#) and request to speak with an account representative and mention offer code [CODE].

PHONE: 1-855-973-7847 EMAIL: inquiries@xperthr.com WEBSITE: www.xperthr.com

About XpertHR

One comprehensive solution: XpertHR helps you manage the entire employment life cycle, from hiring to retiring, with a 50-state employment law reference manual, template documents, policies and 'how-to' guidance.

Up-to-date and accurate: Updated daily to ensure you are always current, compliant and consistent across your organization, reducing the potential for dangerous and costly litigation.

Reliable and trustworthy information: XpertHR content is edited by our in-house team of SPHR certified editors and legal professionals, and sourced through partnerships with LexisNexis and leading law firms in the country.

XpertHR is proudly partnered with LexisNexis and is published by Reed Business Information, both divisions of Reed Elsevier, Inc.

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