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impactHR selects Indigo Direct Group to create business development program

(Columbia, MD – March 29, 2011)

impactHR announced this week the selection of Indigo Direct Group to develop a lead generation program using direct mail and targeted landing pages.

With the selection of Indigo Direct Group, a marketing agency operating in Howard County, the Columbia-based human resources consultant awarded the development and management of its B2B marketing.

“We appreciated that Indigo Direct Group’s holistic approach to marketing fully considered human psychology, which is a large part of the reason that we made the decision to hire them,” said Kelly Mitchell, principal consultant and founding partner of **impactHR**. “They put a lot of attention into the discovery process in our initial meetings, which not only helped set the tone for creative development, but showed how we could refocus our business opportunities.”

Indigo Direct Group owner Brent Hartley agrees that the path to growth is to focus on select niche opportunities. “When you have a company like **impactHR** that offers a wide variety of services within their field, it can be overwhelming for their prospective customers to choose what’s most important to them. We encouraged **impactHR** to spotlight a few HR services that offered the greatest reward and ease of implementation, and targeted the audience accordingly for increased response rates.”

The scope of work in the award includes development of a series of direct mail campaigns and collateral with a specific focus, the first of which addresses HR policy compliance required by government contractors.

The Maryland Chamber of Commerce selected **impactHR** for its Maryland Small Business of the Year Award in 2008. Offering a comprehensive array of HR services to area business, **impactHR** specializes in organizational development, policy audits, conflict resolution and leadership development. More information is available on www.impacthrllc.com.

Indigo Direct Group collaborates on marketing strategy, creative execution and back-end analytics with companies and organizations looking to generate responses and leads, identify new markets, grow revenue, and gain market share. Clients and prospects represent industries ranging from hospitality to technology to business services. The company has offices in Ellicott City, Columbia and Baltimore, MD. For more information, visit www.IndigoDirectGroup.com.

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