



FROM THE PROS

The Power of Public Relations

INSIGHT BY
SAGEFROG MARKETING GROUP

There have always been misconceptions about public relations – PR is just press releases; reporters don't want to hear about my news; PR is dead. Contrarily, it is rumors like these that fuel PR and motivate its professionals to prove the worth of its tactics time and time again, with boundless awareness, recognition, credibility and reputation building.

Below, PR experts and leading publications weigh-in on how each tactic adds momentum to an integrated PR program to drive interest, ROI and success.

PR STRATEGY

“A well-thought-out and executed public relations plan can go a long way towards helping a business reach more clients, establish the desired perception of their business, drive traffic to their website and generate more sales.”

— TERRY L. GREEN, PRESIDENT, BIZEASE SUPPORT SOLUTIONS

MEDIA RELATIONS

“Media relations is the cornerstone of any quality-driven PR effort, as media professionals build and maintain relationships with editors to push and place news that positions a company in the best possible light.”

— KRISTEN EVERETT, PUBLIC RELATIONS PROFESSIONAL & ACCOUNT SUPERVISOR, SAGEFROG MARKETING GROUP

MEDIA MONITORING

“Surveilling when, where and how your company is positioned in the media is a consuming task, yet imperative for identifying opportunities, reacting to

crises and monitoring the status of your brand among competitors.”
— MARK SCHMUKLER, MANAGING PARTNER & BRAND STRATEGIST,
SAGEFROG MARKETING GROUP

SURVEYS

“Survey advantages include high representativeness, low costs, convenient data gathering, good statistical significance, little to no observer subjectivity and precise results.” — KIMBALL GROUP

PRESS KITS

“If a journalist or concert promoter calls you and asks for photos, your biography and quotes in a hurry, having a press kit prepared in advance enables you to respond quickly and efficiently to that request.” — CATHY ARONSON, EDITOR & JOURNALIST, THE BIG IDEA

SPEAKERS BUREAUS

“Speaking engagements are a surefire way to position an individual and his or her associated company as an industry thought leader. A memorable speaking engagement can lead to additional press and awareness, while also building a positive and credible reputation.” — ANDREA PANNO, COPYWRITER & CONTENT MARKETING MANAGER, SAGEFROG MARKETING GROUP

CRISIS MANAGEMENT

“Every organization is susceptible to crises. Therefore, it’s critical to be proactive and prepare for potential issues that can impact your company. A solid PR issues management plan will help protect your company’s reputation among key stakeholders, including employees, clients and the media.” — MARGRETTA FEUER, PUBLIC RELATIONS MANAGER & SENIOR ACCOUNT EXECUTIVE, SAGEFROG MARKETING GROUP

SOCIAL MEDIA INTEGRATION

“Effectively integrate public relations initiatives with online marketing tactics, including social media. Facebook is reported to be the top social media outlet for sharing press releases, while Twitter is more effective for views.” — PRNEWSWIRE AND CROWD FACTORY

AWARDS

“Highly targeted and competitive awards are a validating avenue for showcasing your company’s expertise and industry clout. Submit to award opportunities that will resonate with and provide the most value to your clients.” — SUZANNE MORRIS, MANAGING PARTNER & CREATIVE DIRECTOR, SAGEFROG MARKETING GROUP

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