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From: "Susan Almon-Pesch" <spesch@market4profit.com>
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SNIPPETS

Short & Sweet Marketing & PR Info to Scan On the Run

Public Relations Check-up

By Sue Almon-Pesch, CME



Public Relations Check-up

The health of your public relations program can be the difference between success and failure. Where do you start? How often do you reach out to the media? And, how do you know how well it's working? Over the next few SNIPPETS, I will cover the three basic steps to follow when creating your public relations plan:

Step 1: Establish an "In the News" Plan

First of all, your business needs to have a public relations plan in place—the same way it has a business and a marketing plan. Today's online and offline media is information-saturated. You may think sending out a few press releases a year to your local paper qualifies as a PR plan. Not. Take the time to look for news within your company. New hires. Awards. Product launches. Revenue growth. Industry changes. I have often found the marketing and HR departments usually have a handle on what's new. Be sure to delegate this responsibility to someone within your company.

"On-Line the Steet"

Gen M(illennium) Expectations

Those born from 1979-1997 grew up with interactive media. They are fast-paced, mobile, snatching up smart phones and iPhones. The Ms consume massive amounts of media daily. They wrote the definition for multi-tasking. The Millennials assume information will come to them--primarily through either social networks or visual media. Advice to companies that want to reach the 11 to 29 year old demographic--make sure your Web designers and writers are working together to provide 50 percent visual-based images and tight text content.

I would also highly recommend you test your Web site out with a demo focus group. They will be brutally honest and tell you if your site is working for them.

Either handle in-house or outsource the writing and distribution of the release. Seek out the media outlets most likely to connect with your target market. With the amazing reach of the Internet, news about your company can be distributed globally and nationally, as well as to your local media. Traditional print, ezines, blogs, social and business Web 2.0 sites all can help you get your message out to the masses. You may say—I only need local customers. Yet, when you distribute your releases via an online service, your release can be archived online and helps with your SEO.

SNIPPETS

from

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[Click here for "How Can a Press Release Help You" article.](#)

The Workspace of the Future Event Re-cap



“The Workspace of the Future” On the Microsoft Across America Truck

Client Home2Office® The
Managed Telecommute™ in
conjunction with Bandwidth Now

and SENTRE Partners presented The Future Workplace on Thursday, September 18. Forward-thinking CEOs, business and operations managers heard firsthand how new “green” technology will impact the smart workplace of the future. In addition to the hosts’ presentations in the NextGen Columbia Center conference center, the 42’ Microsoft Across America Truck was a fully loaded, hands-on interactive environment. Martin Grunburg, COO gave attendees an amazing demo of the company’s patent-pending customer tele-worker solution--The Managed Telecommute.

Stats To Muse

This is my favorite time of year! Awards. Awards. Awards.

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The San Diego Metropolitan's 40 Under Forty Award

Sean Ferrel, CEO of Managed
Solution LLC

Jeffrey Litteken, Principal and
Co-founder of General Ledger
Resources Inc.

Salute!

The stats indicate that over the next five years 40% of the workforce will leave the marketplace. What are companies to do? Home2Office and affiliate companies are working to solve this scenario. GenX as well as GenY are already indicating interest in telecommuting. With a smart system in place, companies may be able to entice those talented baby boomers to stay on board . . . from home.

For more information:

www.home2office.com

www.bandwidthnow.com

www.sentre.com



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