

SUCCESS *Public Relations*

By Tom Cronin

The purpose of public relations and the use of advertising can sometimes be misunderstood, challenging companies needing to create awareness for themselves. When do you use public relations? Why should you advertise? The best answer on both topics is to use Success Public Relations, advertising, and web development together through Success Magazine.

You have goals for your company. Achieving those goals includes reaching potential customers and turning them into loyal, repeat customers. Our resources help you run every aspect of your company's advertising and marketing campaign.

At Success Public Relations, we have been providing public relations, advertising, graphic design, web design, and event planning services to our clients. Our mission is to become an extension of your team, to know your business inside and out, to study your short-term objectives and long-term goals, offering the marketing, design, and public relations tools your company needs to exceed your expectations. We have recently launched success-coupons.com and Success TV with online commercials and webinars to reach online multimedia clients.

Planning Your Success PR Campaign

Every money making ad campaign should start with a well-developed advertising strategy. To advertise your company effectively and get the most out of your ad dollars, you need to take the same steps top ad agencies follow for their big name clients. Use these methods to get your ad campaign on the right track before you even begin advertising your business and the products/services you offer.

Marketing Plan

There are several key factors you must identify to make your marketing plan a strong one:

- Who are your potential customers?
- What is the most effective way to enlighten your potential customers?
- What do your customers desire?
- How can you position your product/service in an engaging manner?
- Look closely at your target market. What are their age, sex, profession, income level, educational level and residence?
- Is there a demand for your product/service?
- What are the similarities and differences between your product/service and the competition?
- Assess the unique features of your product/service.



Once you recognize how your product/service is different, you can begin your branding. Emphasize your special features, hitting your selling points. You know your company provides a product or service that's better than your competition. Now you're ready to complete your marketing plan.



Every company has a limit on their ad spending and the cost of advertising adds up quickly. Whether you have a large budget with hardly any cash left over or you're on a budget cut back, these inexpensive advertising methods can expose your company to many potential customers. Businesses have a huge decision to make before they start advertising. Choosing the advertising medium you will follow is critical to getting your ad campaign off to a good start.

Success Public Relations benefits include:

- Economical way to reach your target audience in masses
- Stimulates awareness of, and the demand for your company's products or services
- Strengthens your company image and perception
- Paints the picture of a company that is active and innovative
- Creates more credibility than traditional advertising
- Creates an advantage over your competitors that are not utilizing PR effectively
- Increase search engine visibility and organic results

As you can see, a well run Success Public Relations campaign carries with it multiple benefits that can have a significant impact far greater than traditional marketing or advertising vehicles. It's a proven fact that Success Public Relations also carries a higher credibility factor.

Success Public Relations

Success Magazine Ltd	<i>Print and online stories and advertising</i>
Success Graphic Design	<i>Enhance your branding</i>
Success Web Design/SEO	<i>Interactive web design and SEO brings new life to your Co.</i>
Success TV	<i>Online commercials, and webinars reach 100,000 daily</i>
Success Online Commercials	
Success Webinars	
Success-coupons.com	<i>Online offers to attract consumers to your business</i>