

# SUCCESS PR: Return on Investment (ROI)

By Tom Cronin

It is no secret to anyone these days the amount of power that the Internet adds to the total integrated marketing communications process. The capability for consumers to search the Internet to look for the best deals on the products and services they want is unmatched by any other marketing medium. Understanding how people are conducting searches as well as carefully researching the keywords that consumers are using to search for a particular product or service makes it possible to almost eliminate advertising budgets for old newspaper print and pay for click through advertising programs.

The key to success is understanding how to maximize and blend the following processes together to produce consistent, streamlined messages and automatically deliver them across multiple Internet marketing media channels that target specific groups of customers. Not only do these media outlets reach potential customers, but they allow them to discuss the products or service's features and benefits with their social network and actually forward your marketing messages all over the world via email and phone messages to their friends and family.

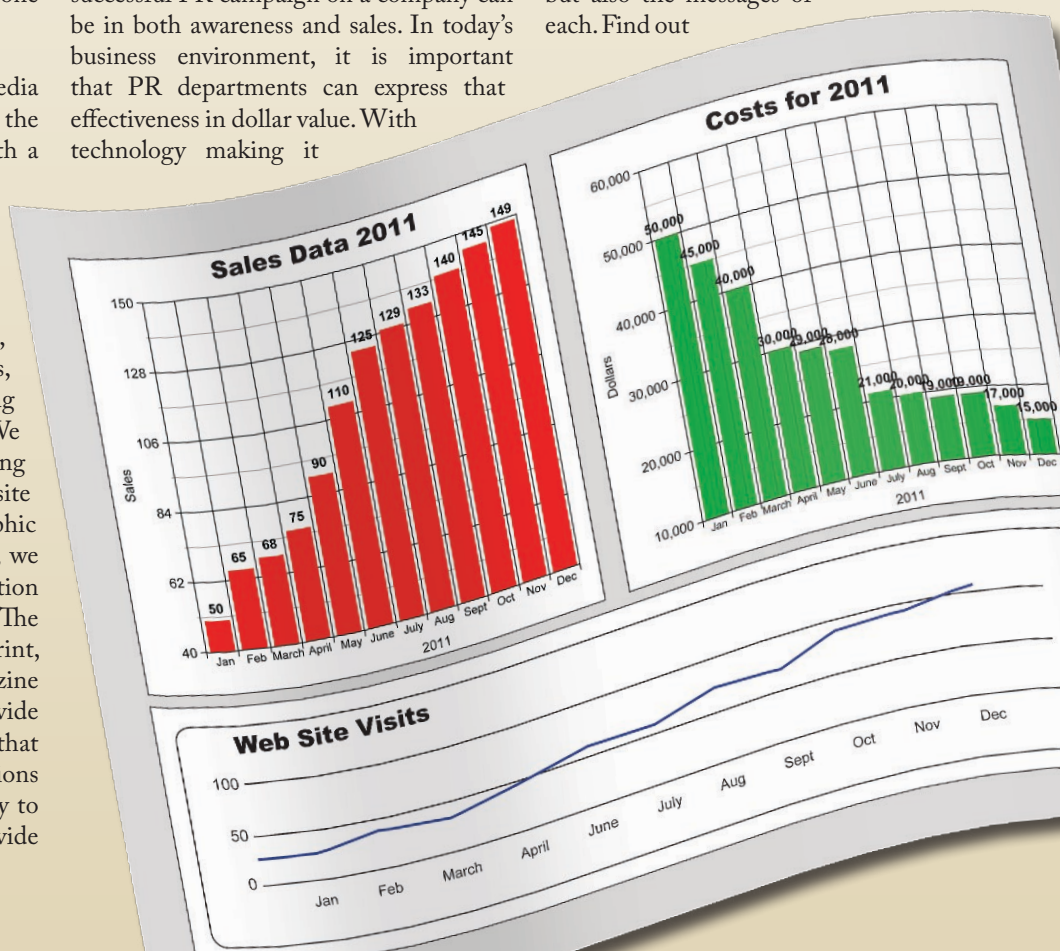
Success PR has developed a unique media program whereby our clients can reach the largest client base in the industry with a progressive high quality program that disseminates your company's message to a well-educated buying public. We have developed Success Magazine Ltd in print and online, which has delivered a high quality magazine to the region, sharing the success stories of companies, informative articles by contributing writers, and entertaining reviews. We have launched Success PR, providing our clients and our readers with website design, search engine optimization, graphic design and event planning. And now, we have launched Success TV for production of webinars and online commercials. The world has moved away from newsprint, radio and basic TV to high end magazine print and online media. We can provide all of this in a coordinated effort so that you are not torn in six different directions with excessive costs and no uniformity to your PR message. Success PR will provide

your company with a sophisticated plan within a well-planned budget to meet your company's needs—increasing sales and profitability.

In order to succeed in today's cost-conscious, business-driven climate, PR professionals must be able to do more with existing resources and prove their contribution to the bottom line. Demonstrating PR's impact on the company's bottom line has always presented a challenge for PR professionals. While other departments such as sales use hard numbers to demonstrate their impact to the business, PR professionals have traditionally relied on less tangible and more time-consuming methods, such as clip counts and ad equivalency, to prove their value to the business. While these methods do demonstrate the potential of PR, they do not produce a complete picture of the impact of PR nor the type of measurable return on investment (ROI). PR investments are integral to the success of today's leading companies. PR provides a vital avenue for company success and, when done right, delivers an ROI greater than many other functions. The effect of a successful PR campaign on a company can be in both awareness and sales. In today's business environment, it is important that PR departments can express that effectiveness in dollar value. With technology making it

possible to measure the impact of PR in dollars, companies are seeing the value Success PR provides to all their existing marketing activities.

Every company has different criteria for success and it's critical to find a solution that is flexible enough to provide an array of measurement options so you can ultimately select what is important to your organization. As PR continues to grow and change, make sure your method gives you an accurate assessment of all the factors that are affecting your coverage and media perception. PR analytic tools should deliver the real-time results that matter most to you and your organization so you can effectively evaluate success in relation to your company, product, and competitive edge. Make sure the results you are getting are those that will help your message penetrate and equal success for the organization. Knowing where to place your efforts is great, but you also need to know how to tailor them to ensure the message isn't lost. The latest Success PR software provides Success PR professionals with the ability to not only keep track of their clips but also the messages of each. Find out



what is already working so you can understand your success. Discover which campaigns have had the greatest impact and who they have influenced. By tracking and comparing your activity and efforts against results, Success PR professionals can gauge what activities are most effective in helping land those messages in our stories and subsequently adjust all their strategies to mimic the results and maximize impact. To more accurately gauge PR success, organizations must measure the quality of their news not just the quantity. The prominence and tone of your coverage makes all the difference. When we design your story with our Success PR and ad campaign, we ensure that the proper message that is received by the general public is a concise, positive, and powerful reflection of your company's history and future plans. Judge your efforts against organizations in the same league as you, whether it is a competitor or an organization with a similar model, size, or level of brand recognition; choose something that is comparable. If you are in a field where you compete with more well-known competitors, monitoring success at the product level instead of the company level may give you a more appropriate measure of comparative success. If you find that your competitor is seeking out spending \$75,000 on TV commercials, you do not have to jump in the fire and chase his advertising dollars. Determine a successful Success PR and ad campaign utilizing Success Magazine and Success PR (which can design a new and more proactive

website). Then use Success PR to design your online web commercial ad campaign at 40% of the cost of TV. You will reach more viewers in a broader market. Try our new Success-Coupons.com to draw progressive buyers to you to revitalize your sagging sales.

We can now measure how much traffic Success PR activities have driven to the website, where the traffic is coming from, where are they looking and, most importantly, whether that traffic is leading to sales. With Success PR analytic tools you can find out how your programs are performing within a few hours of launching a campaign. The right analysis can result in a more successful PR program that provides a quantifiable contribution to the bottom line. Analytic capabilities within Success PR management technology can help every organization better manage and measure their PR efforts. If you have not already established an effective PR management solution that incorporates metrics to increase and demonstrate your positive impact on the business, now is the time.

Search Engine Optimization(SEO): In a world that revolves around the Internet, understanding what key words customers are using to search for your company's products and services is extremely important. We design your website to include the proper key words and programs to accent your company's advertising and products.

Website Design: Make sure that your website

is thriving and attracting new clients to it every day. We can design a new website to enhance your visibility and product and service availability.

Success PR: produces new online video commercials. We will launch them on your site and we have access to over 100,000 online viewers that will be watching our online commercials. These video sites put your messages in front of 100,000 customers worldwide and for a fraction of the price that people used to pay for network TV commercials. Google now ranks websites with videos on them higher in the search engine rankings. And, if your site has video clips, Google lists thumbnails of the clips with the top ten results. This is important because listings with video thumbnails are clicked 50% more than listings without a video button.

In the public relations business we develop lots of materials that are designed to educate and raise awareness. In developing this content, we are very cognizant of the proper language, buzzwords, and keywords that users are historically known to search for when researching products and services they want to buy.

The combined power of our Internet marketing programs will not only quickly increase the awareness for your company's products and services, but also significantly increase your sales force's ability to sign up new customers. A planned Success PR campaign will enhance your return on investment (ROI).

Now!!!

518-761-7140 | 518-583-1900

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