

Public Relations — Your Most Cost-Effective Marketing Investment



News stories favorably describing your company are cheaper than ads. They are much more persuasive. They spice up sales kits. Can be posted on your web site. Stimulate a groundswell of word-of-mouth publicity. Boost employee morale. And they have a long shelf life.

So why isn't your company getting its share of publicity? Getting good PR is a little complicated. It takes more prep time than just slapping a little copy and a few images into an ad. And you usually have to work with PR professionals to get the job done right.

Is PR worth the cost?

Mathematically, it is a no-brainer. The average news release costs less than \$1,000 to research, write and distribute. *If it's well done* and you send it to 50 news organizations, you can reasonably expect that five or 10 of them will use the story. Sometimes many more.

A quarter-page ad can easily cost \$2,000. If you buy ads in five publications, it will cost you about \$10,000. Since articles are at least five times more persuasive than ads, your true communications' cost is about \$50,000. Compare that to the \$1,000 you will spend to send out one news release. And you can use and re-use the published articles in many ways.

What topics can produce good stories?

- ▶ New products or services
- ▶ Organizational changes
- ▶ Your key people
- ▶ Ways you solve customer problems
- ▶ Trade show involvement
- ▶ Surveying and promoting results
- ▶ Newsworthy white papers
- ▶ New business alliances
- ▶ Environmental and social initiatives
- ▶ Innovative business practices

PR Strengthens Your Entire Marketing Program

Eason Communications can blend PR with direct marketing, online tools, ads, sales materials and relationship marketing programs to magnify your overall sales results. PR adds prestige to your brands and overall image.

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Eason Communications LLC

Your Marketing Team

Our PR and Marketing Services

- ▶ PR plan development
- ▶ News release research, writing & distribution
- ▶ Media relations and events
- ▶ Media training
- ▶ Media list development and maintenance
- ▶ Media kit development
- ▶ Writing web site content
- ▶ Writing, designing and publishing newsletters
- ▶ Creating and managing direct-mail campaigns
- ▶ Creating and placing advertisements
- ▶ Developing sales materials
- ▶ Designing posters and trade show booths

About Us

We are a team of seasoned public relations and marketing professionals—some with newsroom experience. We have successfully served large and small firms in many industries, nonprofit organizations and government agencies. And we are both a cost and quality alternative to large bureaucratic agencies.

Our principals are members of the Society for Marketing Professional Services, San Francisco Bay Area Publicity Club, Business Marketing Association, International Association of Business Communicators, and Hospitality Sales and Marketing Association International.

Our Media Training Program



You will learn how to spot media opportunities, how to develop media relationships and make the most of an interview. You will also reduce the possibility of negative coverage and become better able to manage crises. And we will show you how to make your entire organization more media-friendly, so that you can maximize your positive exposure in print and online newspapers, magazines and broadcasts.

We will help you better understand the complex world of the media. How to best develop your primary, secondary and tertiary media markets—and how to craft vertical-market messages that have a greater impact on sales.

Our media training program was designed and is often conducted by agency managing partner Henry Eason, a former national business magazine editor and an award-winning Washington correspondent who covered Congress, the White House, federal and state agencies and international economics. Eason was also media relations director of the U.S. Chamber of Commerce in Washington, D.C. He holds an M.A. in mass communications and was an adjunct professor of public relations in the graduate school of George Washington University.

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