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PRESS RELEASE

WHY DO YOU NEED PUBLIC RELATIONS? WHY NOT!

Public Relations Gives Your Business That Extra Edge

SAN DIEGO, October 16, 2006: Do you frequently wonder if there is a better way to promote your company and its image to the media and public? Do you wish you knew the tools and strategies to achieve company advancement and positive promotion? Public relations is an industry which facilitates company growth, credibility and awareness through means of strategic press releases, focused editorials and constant monitoring of the media. Unlike advertising, public relations does not directly promote company goods or services, but creates consumer awareness through news coverage. It acts through a third party, the media, allowing editorials and news segments to boost awareness about your company and what it offers. Consequently, the consumer becomes familiar with your company and the products, which facilitates business.

“There are so many advantages of using public relations to enhance and promote your business,” says Amy Lewis, Principal of Strategy Communications, a public relations agency located in San Diego. “A strong public image and product awareness to the right audience is key to a company’s success.”

Strategy Communications offers a compelling argument as to why public relations is beneficial to your business’ advancement.

Media Monitoring and Measurement

Public relations agencies are constantly monitoring the media looking for your company and your competitor’s mentions. Knowing what media coverage your company, and its industry, has received is an important factor in calculating your success and strategy for your next business move. Having a complete record of featured editorials is beneficial because this gives you an opportunity to show current or future clients your company’s acknowledgments, again building your credibility. Also, knowing what your competitors are doing is equally important to ensure that you have the competitive edge.

Small Business Advancement

You may feel that public relations is more suited for larger corporations who require constant safekeeping of company moral and promotion of new service awareness, however, this is an inaccurate assumption. Small businesses benefit equally from public relations in a variety of ways. Public relations campaigns accelerate growth by media awareness which in turn creates a familiarity of your company with the public. It also introduces your company to new markets that you might not have been aware were appropriate.

Value of Your PR Dollar

Public relations is a less expensive and more effective form of advertising. Instead of an extremely costly advertisement placed in a newspaper or magazine, an article may be written on your businesses behalf citing your company as an expert of its field. This in turn will yield your company as a credible source, giving potential clients a sense of reliability about your business and awareness of what you offer – something no amount of advertising dollars can purchase.

Networking

Public relations agencies have vast relationships, connections and networking tools that are utilized in their daily business. As a part of their services, channels are kept fresh and ready for client advantage. These connections take time and in many instances require special subscriptions or memberships which make personal effort costly and consuming. It is considerably beneficial for you to receive these networking tools as a part of your client services through a public relations agency.

Public relations is an all-inclusive marketing tool which promotes education about your company. What your company offers, how you offer it, and why you offer it, are all concepts your future consumer or investor will become aware of. Through public relations your company will receive first rate publicity at a reduced rate. So why wouldn't you want PR for your company?

The field of public relations is a fine art and it takes an experienced agency to administer efficient campaigns. Strategy Communications is a personalized and successful firm that will work with your company in order to find its greatest potential and success. Through the use of the media a skilled and experienced professional in the field will render unlimited company success and advancement.

Strategy Communications is committed to securing their clients the best possible coverage throughout San Diego County, as well as throughout the rest of the nation. Strategy Communications has provided clients with public relations representation since 2004. Strategy Communications office is located in La Mesa at 5480 Baltimore Drive, Suite 101, La Mesa, CA 91942. More information is available on the World Wide Web at www.scpublicrelations.com or by phone at 619-713-0622.

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