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PRESS RELEASE

START YOUR YEAR OFF RIGHT
How Public Relations Makes Your Business Thrive

SAN DIEGO, December 20, 2007: The beginning of a new year is a perfect time for reflection and planning for the future. The beginning of this season is a prime opportunity for entrepreneurs to create and develop their business plans, which they hope will render them great success in the year to come. Some of their business' "New Year's resolution" could include changes to operate more efficiently, hire new employees and rethink the company budget. When considering the budget, it is important to evaluate what opportunities and strategies are most important for your business's success and which hold the greatest value for your company's dollar. Some priorities like marketing are at times overlooked, especially by smaller companies when the budget is tight. Do not make the mistake of surpassing all forms of marketing all together, or only focusing on one area such as advertising. Public relations is a form of marketing which renders results with an attractive price tag.

Public relations is often disregarded by many companies considering strategies to develop their business' reputation, target audience and familiarity with their consumer. Public relations is able to offer your company a unique form of publicity which offers your business different avenues for marketing. The publicity your company receives from public relations is not paid for so there is a unique credibility that is achieved using public relations tools and tactics.

"Creating a successful plan for the year to come is one of the most crucial things a company can complete during this time of year," says Amy Lewis, Principal of Strategy Communications, a public relations agency located in San Diego. "It is vital that entrepreneurs leave room in their budget for public relations because of what its services can do for their company, reaching new success and creating new opportunities."

Strategy Communications offers an understanding as to why public relations should be a part of this New Year's budget.

How Public Relations Works

Public relations and advertising while both entities of marketing, differ significantly in the strategies they employ, and importantly their budgets. In advertising your company must pay the agency for the advertisement to be designed and then a large commission is taken to place the ad. With public relations the agency does not pay for your company's name, product or service to be mentioned on television or printed in a magazine. Instead the agency entices the media's interest through creative and unique press releases about what your company offers, upcoming events or any other noteworthy news. The media, in turn, decides to create a news segment or an article is written for a newspaper or magazine featuring you and the topic in the press release. There is no price charged by the television station or the publishers, in order to mention or center a piece

around your company. This creates a great value which can not found in formal advertising.

Not only is your company receiving this exposure at a significant value, but the message the public receives is more effective. The consumer is exposed to your company while you are seen as a credible and knowledgeable source about your field. The news segment or article sites you as a knowledgeable source in your field not just a participant like in advertising. This is vital to your company achieving greater success than your competitors.

Speedy Results

A well developed advertising campaign takes a great deal of planning and time. Public relations has the ability to distribute information about your company's upcoming event, business change or newly introduced products or services quickly. The news is spread through the composition of a clever press release that catches the media's attention. This method can help the public become aware of your company's news at a quicker and more efficient rate.

Relationships

A successful public relations plan is all about creativity and relationships. A public relations agent should be well versed in the art of communication. This is an important aspect of the trade because it is the relationships with the media that help achieve success. Channels are always kept fresh to be sure that if there is ever a need for a representative in a client's industry, the agent is contacted. Maintaining these relationships would be impossible while running a business. Also, yearly subscriptions to databases and other information can be costly which, is another reason the services offered by a public relations agent are important, but difficult to do in house. The effectiveness of the leaving this job to a professional is an important concept to understand.

Public Relations Is For All Businesses

Whether your company is big or small, public relations is a must for your business. Big companies are highly concerned with being in the news on a regular basis in order to compete with their high profile competitors. This does not mean that these services are not appropriate for a smaller business. It is just as important for a business just starting off or growing slowly to get exposure. The public needs to know that your products or services are available and why they are important. Public relations is also a key tool to helping you find new target audiences as well. This will improve business and facilitate vital growth.

When considering all of the changes that need to be made to your company's plan for this New Year, be sure to reflect on the value of public relations. The services offered can help your business reach new levels of success by creating a strong familiarity and credibility with the public.

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.scpublishing.com or by phone at 619-713-0622.

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