

Making the media work for you

Media relations is a powerful and cost-effective way to communicate your company's information to millions of people in the way you want it communicated.

Each day, numerous companies compete for the same exposure, yet only a few consistently break through and receive positive coverage that help them generate name recognition. Two incredible advantages of media relations are: 1) that this targeted approach garners credibility when it is professionally prepared; and 2) it's usually **FREE**, whereas paid advertising can be very costly.

Don't get caught by surprise

At Excel in Marketing, we believe the key to effective media relations is *preparedness*. And the time to become prepared is before you think you need it. Our highly-customized approach ensures that your organization can move forward with confidence. Not only do we offer intensive media training, we can help you develop your key messages by audience, build a comprehensive media database, build personal relationships with the editors and reporters, launch a proactive media strategy, and help you to retain control of the information you want released about your business.

Here are just some of the Media Relations services that Excel in Marketing provides:

- **Media Audit and Strategic Communications Planning** – Excel in Marketing will take the “pulse” of where you are with your current media relations, and make recommendations for strategic media alliances.
- **Media List** – We will develop a database of the key media that are most appropriate for your business. Whether it is local media or international coverage, let our expertise help you to target the appropriate audiences.
- **Internal Media Strategy and Management** – As a business in the public eye, you want to be reflected in the best possible light. *Strategic planning and training is the key to success.*
- **Key Messaging to Key Audiences** – What specific information about your company do you want to have released and when do you want to release it? Do you have a new product or



Effectively control what you want to say to your audiences.

service you want to tout? Who is the key audience that you want to learn about this information? All of this requires a full-proof strategy to ensure that the people most interested in what you have to say have the opportunity to hear *exactly* what you want them to.

- **Controlled Media Communications** – There are numerous communication tools readily accessible for businesses, like yours, who want to release precise, controlled information. Such tools include: press releases, public service announcements, media advisories, and the development of media packets that contain critical company information, such as backgrounders, fact sheets, and contact information.
- **Crisis Communications** – The key here is to always be prepared. Not only should you have strategic relationships already in place, but you need to have key messages and well-trained spokespersons at the ready so that you are never caught by surprise. Excel can help you prepare so that you aren't caught off guard. We will furnish you with the right tools, educate your teams, and help you to manage any crisis.

Your personal team of marketing experts.

Excel in Marketing (EIM) provides integrated marketing services to small and mid-sized businesses of all types. Unlike ad agencies, which have high fixed costs they pass on to you, or solo consultants, who have limited breadth of experience, EIM assembles a team of experts specifically for your project, to give you precisely the resources you need at an affordable cost. All of EIM's team members have worked for Fortune 500 companies, enabling you to benefit from enterprise-level tools and processes that otherwise might not be accessible to you.