



White Paper

How to Best Invest Your Marketing Dollars

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The "Web 2.0" Tool that Will Catapult Your Marketing and Public Relations with Measurable, Exponential Results

Where should you spend your marketing dollars to get the greatest impact? Getting media coverage? Upgrading your website? E-mail marketing campaigns? Start a blog? Newsletters? Sales materials? Forget all of these tactics and just join Twitter and Facebook?

Through our research and application at [Scott Public Relations](#) we've discovered the secret: leveraging PR content for cost-effective, high impact marketing.

There are three reasons why this approach works and why we can make these claims.

1. It's all about the Web today. The Internet today is pervasive as an information resource. Everyone goes online to look for information: prospective customers, current customers, referral sources, potential employees and journalists looking for resources and experts. If they find relevant, accessible information, they take the next step in building a relationship with the information source. If that source is you, voilà - you have a lead, a media call, a job applicant, or a new business relationship.

2. Content captures eyes and minds. Today's online consumer looks for answers and information first. Once that person's interest is captured with credible, practical information that helps them in their quest, a relationship begins. It's never been truer that business is all about relationships - and those relationships start online.

Conversely, your online information delivers value by not only engaging customers, but in helping them find you in the first place. The more content a company has on the Internet, and the frequency with which new content is added, the more impact it has on organic search engine placement. The higher you are on the search engine pages, the more credibility you will have and the more often you will be contacted by prospective customers.

3. Publishers are the experts. Being the information provider makes you the expert and confers instant credibility. You don't have to be the first to know something, you just have to be the first to say it - and make it easy to read, accessible, and entertaining. These information nuggets are golden - they create new touch points with virtually all of your audiences, from employees to journalists to prospects.

What works today then, is customer education and customer service in the form of helpful, timely information broadcast strategically through the new information channels, to your target audience.

Your Campaign

We've taken the guesswork out of the choices you have to make this year and are offering you a package that is manageable, affordable, and result-driven.

It features:

Eight bulletins on topics of relevant information to your audiences and for your company. These topics may be customer problems and solutions, insights into current news that help customers, tips to solve a problem, and so on.

The bulletins themselves are short - about 250 words. They link to additional content on your website, to drive more visitors to your website. The bulletins are formatted to be electronically published, and desktop published in hard copy.

Multiple Uses

Each bulletin is then adapted for these uses:

- E-mail to customers
- Use as an email to prospects
- Sent to employees and/or posted on the Intranet
- E-mail to media and/or used as a press release
- E-mail to other stakeholder audiences
- Your blog
- Posting on the website

One package reaches all audiences - it becomes:

- A direct mail piece for sales
- A client communication
- An employee article
- A media release
- A communication for other stakeholders
- A trade show leave-behind
- Timely material for your sales proposals
- A blog posting
- A website update

Not only is this fresh, new content merchandisable to multiple audiences, it's measurable. You can track website hits for each bulletin, from each audience. And you can monitor your search engine position to see how the publication of the bulletins are doing online and on your website.

What are you spending now for these marketing activities? Or, what would you spend if you did each separately? These elements constitute an annual communication program to virtually all your key audiences.

Based on the success of this approach, Scott Public Relations is now offering this powerful tool as an affordable package for companies that are marketing their services to businesses, or consumers.

If you would like SPR to handle the IT responsibilities of creating a blog and posting the information on your website, we can do that as well. Website and SEO optimization services are also available, making this a turnkey approach to many formerly labor-intensive tasks.

There are few opportunities where you can pay less and get more these days. This is one of them.

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