

IMPACT!



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President

Call us
TODAY!

Begin to
make an
IMPACT!
tomorrow!

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“Linking Companies to their Communities”



Change & Managing PR

The paradigm* has shifted.
Business is not back to “as usual”.
Change is EVERYWHERE!

Change presents opportunities for growth.

Look for these opportunities in your PR/marketing audit of goals, objectives, tactics and results accomplished with your 2009 PR/marketing efforts.

Evaluate what worked; Identify why it worked; and Modify/improve each tactic.

Recessions force businesses to evaluate, re-design and refine their marketing processes as they focus on cash flow, costs, customer retention, and survival.

We are all searching for advantages and innovative ways to increase marketshare and avoid losses.

Public Relations is still the most cost-effective marketing strategy that builds and sustains your brand. . . and maintaining brand awareness is much less costly than rebuilding it later.

2010 is the perfect time to incorporate more low-cost, no-cost PR strategies: media interviews, media releases to broadcast, print, and internet sites, blogs, videos, podcasts, and social marketing tactics.

Given the explosion of social media sites, staying on top of these new technical developments can be challenging. Planning new programs using existing resources can be a cost effective approach to keeping abreast of these new technologies.

*A paradigm is a frame of reference, a perspective, the way we view our world.

How will you grow your business in 2010?

Fact: Businesses that maintained or increased their marketing efforts during the 1981-1982 recession grew **275% by 1985**; Companies that didn't keep up their marketing grew by *only 19%*.

In 2010 it's time to: Think Differently and consider:

Video. If “a picture is worth a 1,000 words.” Video could be worth millions! A study by ReelSEO.com found that 52% of viewers exposed to an online video took some sort of action. Consider Incorporating video in online news releases and websites, blogs, and social media sites.

SEO. Search engine optimization is important in web text. Consider using it in blogs, news releases submitted/attached to internet sites.

Reporters and others search the web for stories to include in their own publications and communications. You never know . . . maybe Oprah's researchers will find your story if you use the right keywords!

Blogs. Consider using blogging platforms to supplement the role of a public spokesman.

Best Practice: An integrated approach where these activities are tied together with TV/radio appearances, email marketing, media releases, social/internet presence, community involvement, and other active public relations efforts result in better results and bigger revenues.

Call **IMPACT!** 843-821-3283
We can grow your business in 2010!

Make an IMPACT!

**Make an IMPACT! with
“Customized Communications”**

IMPACT! designs polished, professional external and internal communication pieces. Our staff also creates professional, efficient and effective presentations tailored to your target market that sets you apart from your competition.

**IMPACT! your community with
“Messages that Matter”**

IMPACT! strategically places feature articles and announcements of company news, products and services in targeted media and creates written materials that increase your credibility and build your organization's identity.

**Understand how to better
IMPACT! your customers**

IMPACT! develops effective strategic plans based on outcomes, so that you understand your target market and competition and have the knowledge to make informed decisions before implementing PR and marketing strategies.

IMPACT! Inc. creates opportunities that link clients to their communities through comprehensive public relations strategies and customized corporate communications.