

IMPACT!

“Linking Companies to their Communities”

! *Public Relations*



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Call us.
Begin to
make an
IMPACT!
today.

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Public Relations: “Influencing behavior to achieve objectives through the effective management of internal and external relationships and communications.”

Without effective relationships, all other corporate assets are at risk.

Public Relations is about building and managing relationships with your publics.

It is important that the relationships you build to communicate with your publics, are focused on them, and are not self-serving and merely an instrument for meeting your own organizational policy or marketing needs.

Listening is a basic component of interpersonal communication and the heart of dialogue. Public relations personnel engaged in relationship management are heavily involved in listening to their various publics at all times and in many ways.

All successful public relations endeavors begin with a strategic assessment of your current public relations efforts and the messages that you have conveyed to your publics, internally and externally.

*This **Situation Analysis** will ascertain what messages you have conveyed, how you have conveyed them, who is responsible for their delivery, and the effectiveness of the process.*

*Once this is complete, the next step is **research**. First, secondary research is conducted to discover what other companies / organizations are doing.*

How do they handle their public relations strategies and communications with their publics? You are looking for **‘common themes’**. Next, primary research (focus group studies, surveys, personal interviews) is conducted to gain powerful information and perspectives on how to structure and disseminate your messages as you formulate your objectives.

Also, outline the company’s **social responsibility** philosophy statement(s) ... what the company does for the betterment and welfare of its community and employees. This should be conveyed in all messages.

Now you are ready to begin developing new **objectives, tactics, and strategies** for your Public Relations Plan. Be sure to include an **assessment** procedure that evaluates the entire process and all parties included, so that you can continually monitor and adjust as needed to ensure success.

[Contact IMPACT! Today](#)

Let **IMPACT!** help create

your Public Relations strategies.
Start building meaningful and profitable relationships with your publics tomorrow!

Make an **IMPACT!** in 2006

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 increases your credibility and builds your organization’s identity.

Understand how to better
[IMPACT! your customers](#)

IMPACT! facilitates surveys and evaluations and compiles results in comprehensive reports that allow you to better tailor your services and products to meet the individualized expectations of your target audience.

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