

Public Relations Services

Communicate with your audiences directly and more effectively.



Overview

Working alongside marketing, public relations is the practice of managing the flow of communication between an organization and its publics. The publics can be internal audiences, such as employees and investors, or external audiences, including customers, distributors, vendors, business partners and the media.

Key Services

Internal Communications — we create messaging to enhance communication with employees and other internal audiences.

External Communications — we develop messaging and select appropriate communication vehicles to reach key audiences, including customers, prospects and the media.

Media Relations — we communicate and build relationships with the media to help secure press coverage and manage your brand image.

Social Media — we recommend which tactics to use and establish a social media plan, helping you communicate and engage with your publics.

Industry Event Support — we assist with key events, such as trade shows, to gain the most visibility with the media and other audiences.

Real-World Impact

- Through media relations and trade show support, VantagePoint helped T&S Brass launch a new product line at a key trade show, resulting in over 250,000 impressions in trade pubs, 250 sales leads, and a 45% open rate on a post-show email blast.
- We helped generate awareness of the year-long “Saia and Susan G. Komen for the Cure” Pink Truck Campaign. Through press releases, media kits and video footage, Saia’s pink truck was featured on several television stations.
- When two industrial container companies merged, we developed messaging for internal and external audiences, including FAQs, press releases, and letters to customers, vendors and employees, enabling a smooth transition.

**1.3
Million**
impressions within
trade media*



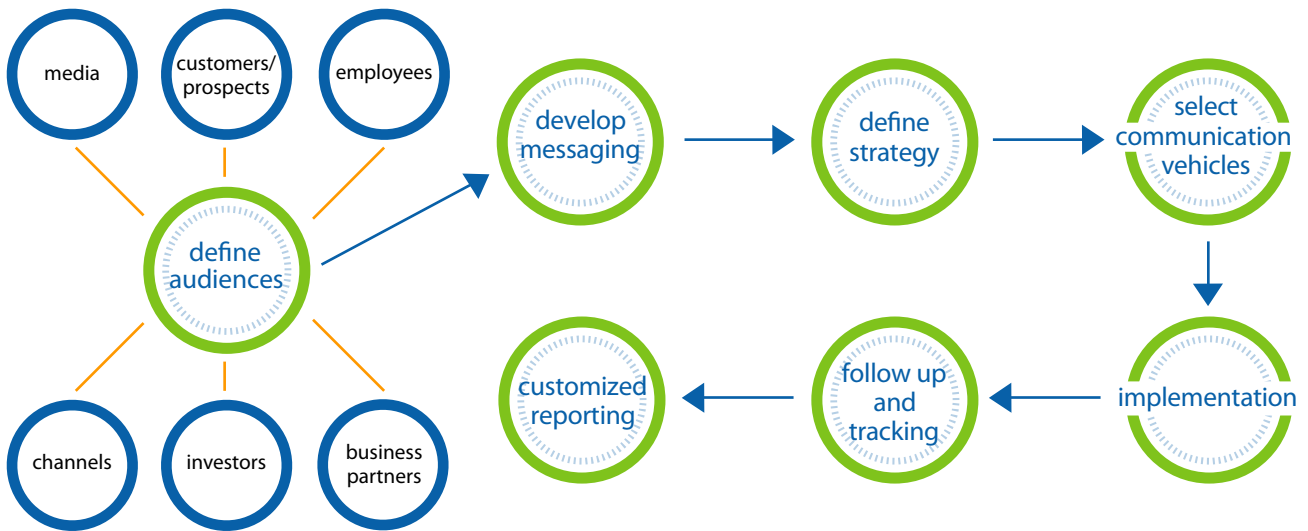
* Over a 9-month period for T&S Brass



Benefits

- Strengthens brand awareness
- Secures third-party endorsement to enhance credibility
- Increases brand visibility
- Informs and educates internal and external audiences
- Demonstrates thought leadership
- Maintains public image and relevance in marketplace
- Engages target audiences

Process



Related Services

SEO, Social Media

