

# CMA

## PUBLIC RELATIONS

EXPECT RESULTS

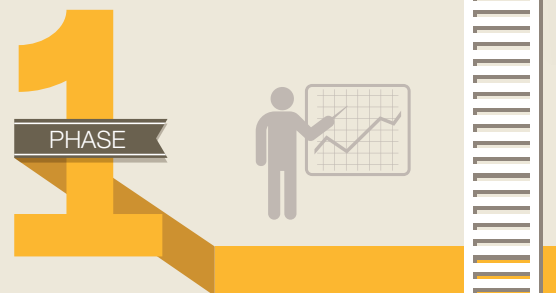


Creative Marketing Alliance delivers results and builds brand by building:

- **REPUTATION**
- **RELATIONSHIPS**
- **REVENUE**

CMA  
CREATIVE  
MARKETING  
ALLIANCE, INC.

[CMAresults.com](http://CMAresults.com)



## 4. CAMPAIGN MANAGEMENT

Campaign reporting and measurement is critical to determining PR ROI. CMA develops print, digital and social media metrics for gauging the impact and effectiveness of your PR campaign and reports them on a regular basis:

### Measure and manage

- Releases sent/placed
- Social and web analytics
- Email click-throughs
- Stories developed/placed
- Event attendees

## 3. EXECUTION

CMA develops and implements a steady stream of proactive PR tactics. Through our established print and digital media relationships, we keep your business and your expertise top of mind with target audience through ongoing media coverage:

### Deliverables: Press releases, by-lined features, case studies, social media, blogs, email, events

- Research
- Write
- Distribute
- Media follow-up

### Media Relations: Step Two

- Media relationships
- Develop/pitch story ideas
- Spokesperson interviews/opportunities

## 2. MEDIA STRATEGY

CMA identifies the media that cover your industry or region, targeting and cultivating appropriate editorial contacts at each media outlet. By consistently tracking upcoming editorial needs, CMA positions your business and your expertise before editors precisely when they need a relevant editorial resource:

### Industry-Specific Media/Editor Database

- Print/Broadcast
- Digital
- Bloggers
- Social media

### Editorial Calendars (Media Relations: Step One)

- Research needs: what/when
- Media pitch schedule
- Story idea development
- Relevant support info

## 1. BRAND STRATEGY

A business advertises when it wants people to know something. A business leverages public relations and the third-party credibility of the media when it wants people to believe something. Because your brand is based on customer beliefs about your business, PR is a highly effective branding tool:

### PR planning

- Goals
- Objectives
- Audiences
- Tactics

### Key Messages

- What do you really do?
- What is the value?
- How is it different?
- What do you believe?