

# How can you best achieve your Marketing & Sales Objectives



## You meet business development challenges with Publicity.

- Marketing dollars are tight. Publicity is the most credible and cost-effective way to build and maintain market share. Marketing during a downturn is vital; nearly all case studies support this.
- Your competitors are bigger than you and can outspend you in advertising. Publicity, because of its cost efficiency and high impact, can level the playing field.
- Your product or service is the best – but nobody knows about it. Publicity can get the word out in a faster and more credible manner than paid advertising.
- Your product is similar to others. Publicity can help set you apart and convince buyers to see you as the leader in your field.
- Management cuts your marketing budget. Publicity can make up the shortfall, often at a reduced cost.
- Management demands real results. Effective publicity campaigns deliver tangible media coverage impact.
- Traditional marketing isn't working anymore. Publicity overcomes the skepticism that consumers have built up against paid advertising and promotions.
- Your competitors are getting all the good media coverage. A publicity campaign can help reverse the situation.
- You need venture capital or other strategic alliances. Publicity gains you the visibility to make your proposition more viable.
- You have a good story to tell. Some organizations, causes, products and individuals have an inherent appeal to the media, so get the word out!

*If this describes your situation, why not promote and profit from it?*

Trylon SMR can help you with your business development efforts — we work with companies to quickly elevate their profile and increase their bottom line.

And when marketing dollars are tight, a media relations campaign is the most cost-effective way to maintain and build market share. It's considerably less expensive and far more credible than advertising. Our clients agree that reaching a wider audience with news of their products and services through media coverage works! Positive business and consumer publicity positions them as the leader in their fields, helps generate new business and maintains existing market share. Since 1990 Trylon SMR has been instrumental in helping companies worldwide increase their revenues, audiences and client base.

As dedicated technology, media and telecom media relations specialists, we are faster, smarter and generate more tangible results than large generalist PR agencies.

- *No strict billable hours or long term contracts*
- *We don't make promises we can't keep*
- *Integrated delivery of traditional and new media solutions*
- *Senior management involvement*
- *Journalists pitching journalists*
- *Strategic counsel backed by expert tactical execution*
- *Tangible, cost-effective publicity results*

We've worked with such prominent clients as **Microsoft, The Weather Channel, Time Inc., JupiterMedia, Hearst, Scripps, IDG and Discovery Communications**, among many others. Let us help you build your brand now!

## What to look for in a PR firm:

"PR is the business of words. Make sure you are getting a minimum number of words from the PR firm aimed at you and a maximum number of words that are aimed at reporters and analysts. You want a maximum number of stories about your company and its products in the media and minimum amount of intellectualizing over what PR is or isn't. Too much analysis is time and money wasting.

You shouldn't have to undergo psychoanalysis just because you want better relations with the press. People who tell you PR isn't mainly press relations are like restaurant owners telling you restaurants are not primarily about food. The fashion among some PR firms in recent years has been to deride press mentions. Many such firms instead sell elaborate planning scenarios, resulting in many meetings and memos but few results, squandering opportunities to use publicity as a tool to help achieve business development goals."

- O'DwyerPR.com, ranked #1 by Google for original public relations news.



*TrylonSMR represents the fusion of traditional public relations and new technology. Focused on two converging industries — media and technology — that often demand new ways of thinking and innovative approaches to cut through the clutter, Trylon is prepared to go beyond the basics, offering services ranging from Internet publicity to technology white papers. It knows its sector inside and out and it works fast and smart — a winning combination.*

- The Holmes Report  
PR Agency Report Card

*Trylon SMR is very knowledgeable of the media and technology industries and provides excellent strategic counsel and outstanding execution of strategy. I genuinely believe that their media relations expertise exceeds the capabilities of any other big name agencies worldwide. They operate in a no-frills way and always get the job done more efficiently; absolutely the best PR value you can get — they get wide awareness for their clients at a minimal cost.*

- Debby Fry Wilson, Microsoft Corp.

*An astonishing number of well-known brands have been built with virtually no advertising at all. You can launch new brands only with publicity or public relations. PR allows you to tell your story indirectly through third party outlets, primarily the media. PR has credibility, advertising does not. All the recent marketing successes have been PR successes, not advertising successes.*

- Al Ries  
Author, *Positioning: The Battle for Your Mind*



## Businesses Seek More Publicity

NEW YORK (AP) - In a difficult economy, when many small businesses cut back on advertising budgets, they look to publicity as a way to get their products and services into the media.

It can be a wonderful alternative - one that's cheaper than an ad campaign and that can reach the right audience for a particular firm.

But it can be more difficult than advertising - with an ad, all you have to do is pay for it, and your company's name is out there. With publicity, you have to persuade someone - such as a newspaper reporter or a radio or TV producer - that your product or service is worth their print space or air time.

Before approaching the media, you need to ask yourself, "are you doing something new, and that somebody other than you is going to care about," said Lloyd Trufelman, president of Trylon SMR, a New York-based media relations firm.

If you're not sure, then you probably should consult a public relations professional. "They can give you an honest appraisal of what they can do for you before you hire them," Trufelman said.

He also warned, "Anyone who absolutely guarantees you coverage, run away from."

Trying to get publicity for your company is going to be time-consuming. So you'll need to decide whether it's worth it to do your own public relations, or whether it makes more sense to hire someone else to do it.

Hiring someone could mean a full-time employee, if your company's needs justify the expense. A big plus with an in-house publicist is "that person is thoroughly stitched into your company and is totally dedicated to you 24/7," Trufelman said.

If you opt for a publicity firm, Trufelman suggests bypassing the big agencies in favor of one of the smaller outfits, one that can give you more time and attention. You also might want to find a PR firm that specializes in your industry.

He also recommends that you be sure the company you hire won't give you all kinds of extras that you don't need and don't want to pay for. Remember, it's some publicity and not a broad advertising campaign that you're after.



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