

Wed, 11 Jan 2012

5:27 AM

What Makes a Business Prosper; it is the Strategies of a Good PR Agency

"

If I was down to my last dollar, I'd spend it on PR" is a famous quote by the richest man on earth Bill Gates, which emphasizes the role of Public Relations. An effective PR strategy can work wonders for any business with the minimal of budget to achieve its desired goals and objectives. Companies and individuals spend a considerable part of their finances to engage an effective

PR agency

for their business. However, the assessment of the appropriateness of such an agency is generally based on the following points -

Search Engine Reputation Management - A good PR firm should deal with an effective SEO strategy for reputation management. Search engines and organic media play a crucial role in garnering a consumer base for any given organization. The assets and the resources of any organization or individual are optimized with the help of this solution that also helps in the elimination of any negative publicity by competitors.

Strategic Marketing - The vitals of strategic marketing is crucial to be considered for any agency as it focuses on the development of brand loyalty for a given brand and its business success. Strategic market also involves the meaningful engagement of the consumers of any company.

Media Relations - Media play one of the most important tools for effective public relation strategies and most effective campaigns are done by including multiple platforms from the world of media. There can be different mediums such as radio, televisions, magazines and newspapers, which are employed in a successful and effective media planning strategy. Any given

PR agency should be adept at effectively targeting specific audiences with its media campaign.

Networking - The networking abilities of a public relations firm plays an important role with an emphasis to know and deal with appropriate people. Implementing and being in charge of good or bad decision is an important skill of the PR firm, as different business sectors have varied demands.

Budget - It is significant to consider ones budget before seeking the services of a public relations company, as firms generally charge based on specified services. Therefore, it is important to allot a specified budget for an effective PR campaign and strategy.

As a cost effective form of marketing, the correct agency can help an organization or an individual in a positive manner. For reputation management, celebrity sponsorship, event organization and integrated marketing services, a leading

PR agency

can help. Please visit

[www.5wpr.com](http://www.5wpr.com)

for more details.

As a cost effective

form of marketing, the correct agency can help an organization or an individual in a positive manner. For reputation management, celebrity sponsorship, event organization and integrated marketing services, a leading PR agency can help. Please visit [www.5wpr.com](http://www.5wpr.com) for more details.

Security: Public  
Location: Not Specified  
Mood: Not Specified  
Music:

Fri, 17 Feb 2012

11:48 AM

To Avoid Losses in the Business, Grab the Hands of a PR Agency

Are you an entrepreneur and looking to hire a

PR agency

? What could be the reasons behind this when you already have in-house teams or people to handle the company's public relations requirements? Is that your team not working properly or your business does not have any PR existence in place.

Whatever be the reasons, hiring the useful services of a public relations firm, to handle the existing brand image among its consumers as well as in the market and to effectively promote the business and its products with the right kind of public relations strategies, is supposed to be the wisest decision an entrepreneur can make.

In absence of the fruitful planning and strategies of public relations, a business or an enterprise could suffer losses pertaining to market reputation, profits, production, etc. Therefore, businesses have understood well enough the need and the importance of a

## PR Agency

that can bring positive results and unlimited growth potential. To sustain their presence in the competitive market and to open the doors of success, business entities across the world holds the hands of a public relations firm and utilize their profitable services that avoids the possibilities of losses in their business.

Before a company do so, it is recommended to

-

Select the right agency:

Very often, the companies make a very common mistake i.e. they are easily taken by the attractive presentations and sales talks of the executives of PR firms. Do a thorough research on the reputation and reliability of an agency that you would like to approach for your public relations campaigns. A professionally renowned

PR agency

will always strive to deliver their services as per the needs and suitability of client's requirements.

Know what the needs are:

Do a brain storming session and make a list of particular tasks you want to be assigned and handled by the PR firm. Ask questions, clear the doubts, seek suggestions and discuss possibilities with the PR firm for all that your business needs.

Definitely, they could then think about designing a plan and put their expertise into efforts to bring desired results.

Practice patience:

PR agencies are there to help your business or the brand to become popular and known by millions of people. The public relations campaigns and strategies planned by those professionals would certainly yield results but not in a quick or short span of time. Take their efforts as if they are educating people for your products and services or spreading awareness about the same.

If you still have any questions related to the usefulness and the advantages of a

PR agency

,

visit

[www.5wpr.com](http://www.5wpr.com)

and get them answered by the experts.

Security: Public  
Location: Not Specified  
Mood: Not Specified  
Music:

Sat, 3 Mar 2012

3:27 AM

LIFE & TIMES OF A PR AGENCY CEO

LIFE

& TIMES OF A PR AGENCY CEO: MEETINGS & CALLS..MORE MEETINGS  
AND CALLS - NY RUSSIAN ATTORNEYS, NIGHTCLUB MOGULS LIKE MARK  
BIRNBAUM AND REAL ESTATE WITH ELIE HIRSCHFELD

Over the weekend I had a chance to  
reflect upon my Friday. As people often ask what a day looks like  
in running a

PR agency

, thought to write about it. Tiring,  
exhausting and great all at the same time.

Started early with  
a 530 AM job, bike and light lifting - followed by 8AM midtown  
breakfast with the premier US NY Russian attorney, Edward  
Mermelstein. Ed's a client and friend we have worked for many  
years - and always enjoy hearing his take on the world.

Had a 930 AM  
strategy meeting with a client, followed instantly by a client

conference call with my team

Quick internal

meeting followed by returning 2 calls - 1 new business call  
(scheduled a meeting for next week), and returned a call to a

Reporter

The afternoon saw

a 30 minute break to return emails, catch my breath, and before I  
turned around it was time for a internal staff meeting with 1 of my  
teams

Had a new business

meeting end of day - and then more returning emails, calls to Mark  
Birnbaum of EMM Group about an upcoming event for a client, Elie  
Hirschfeld about a recent media story, and the like.

Its always

something different - moving fast and making it happen.

Ronn Torossian

5WPR

Security: Public

Location: Not Specified

Mood: Not Specified

Music:

Sat, 28 Apr 2012

3:15 AM

Two Courts: The Court of Law & The Court Of Public Opinion

## --Effective PR Campaign Helped Ensure George Zimmerman Arrest-

There are often two courts involved when it comes to crisis PR : the court of law and the court of public opinion. We all recall Casey Anthony, who may have been found "not guilty" in a court of law but was certainly found guilty in the court of public opinion. Both courts matter immensely. The family of Trevon Martin, and their supporters clearly understood the power of publicity. Undoubtedly public outcry helped ensure the arrest of George Zimmerman.

The media moves very quickly - and the Martin camp understood it - and they helped frame the fatal shooting the way they want it to be viewed. Prosecutor investigations often take a very long time - and patience is required. Some lawyers will tell clients to be patient as court proceedings are, by design, long, complicated, and tedious. By public protests and outcry, and effective PR campaigns, the Martin camp was able to influence prosecutors - and even the subsequent jury pool and judges - who all follow the media and form opinions.

The legal system isn't built for short-term results - Zimmerman's next court appearance is six weeks away, on May 29, to "allow the fervor surrounding the case to die down," as Zimmerman's lawyer explained. While bloggers, Twitter, Facebook, YouTube, 24/7 cable news, search engine results, etc., don't wait for prosecutors and judges, one wonders how the court of public opinion will affect the actual verdict of innocent or guilty.

One thing is clear, the court of public opinion was critical in today's arrest of Zimmerman. Remember, six weeks ago the local authorities did not see this as anything more than self defense. Now, we all think about it with the spin that we are inclined to believe from whichever party did a better job in influencing us, the viewers and readers.

Media today is relentless, and our actions can always be elevated to a public stage in just minutes if the right Public Relations campaign is put in play.

Ronn

Torossian is the CEO of 5WPR, a leading PR firm and author of a PR book "For Immediate Release."

Security: Public  
Location: Not Specified  
Mood: Not Specified  
Music:

Sat, 12 May 2012

9:06 AM

**PUBLIC RELATIONS BOOK: "FOR IMMEDIATE RELEASE" BY RONN TOROSSIAN**

If you haven't yet bought "For Immediate Release: Shape Minds, Build Brands, and Deliver Results with Game-Changing Public Relations", the PR book by Ronn Torossian, the Founder & CEO of 5W Public Relations go today to buy it. It's the only book written by a leading PR Agency executive.

In the book I discuss the definition of Public Relations & how public relations is needed by any business - "or anyone with a pulse for that matter." There are candid insider stories from top-tier consumer brands such as Whole Foods, Louis Vuitton, Zappos, BP, Toyota, and others. I discuss how to frame ongoing media debates, integrate new and old forms of media, and develop engaging content. We discuss stories from the front-lines of crisis PR, launch strategies, and its insider stories from the front-lines from

Ronn Torossian, who

Business Insider in 2012 called the "most intense, in-your-face PR man in New York."

Endorsements come from diverse folks including: Paul Carlucci, publisher, New York Post, The Shark Daymond John (CEO of FUBU, Jay Sekulow, Chief Counsel for the American Center for Law and Justice (ACLJ), and Doyle Brunson, The Legend of Poker, legendary ten-time World Series of Poker Champion.

O'Dwyers, the legendary PR Publication said: "Torossian's book is for anybody who wants "to get it" when it comes to how PR can advance their personal and professional lives. 5W Public Relations chief

Ronn Torossian has

written a book about PR that is unlike any other that I've read in covering the communications business at O'Dwyer's. For Immediate Release" is brimming with spunk and attitude. It's a street fighter's guide to PR."

"This Book is my desk reference of PR rules" said PR trade blog Everything PR. The book is available at bookstores nationwide, including Barnes & Noble or online at:

<http://www.amazon.com/Immediate-Release-Deliver-Game-Changing-Relations/dp/1936661160>

or

[http://www.barnesandnoble.com/w/for-immediate-release-ronn-torossian/1102047620?ean=9781936661169&r=1&cm\\_mmc=Google+Product+Search-\\_-Q000000630-\\_-Its+All+Personal-\\_-9781936661169&](http://www.barnesandnoble.com/w/for-immediate-release-ronn-torossian/1102047620?ean=9781936661169&r=1&cm_mmc=Google+Product+Search-_-Q000000630-_-Its+All+Personal-_-9781936661169&)

Location: Not Specified

Mood: Not Specified

Music: