

Social Media PR Campaigns for Results & Revenues

- Laurie Pehar Borsh PR works via a blend of a human PR ideas and good writing along with a suite of integrated software tools to implement successful Social Media PR/marketing campaigns. Our goal is to increase a client's Social Media presence, website traffic, overall online visibility and brand awareness as well as ultimately support with the generation of new and continued revenue for our clients (ROI).
- Our unique ONLINE/SOCIAL MEDIA PR service creates, distributes and monitors Social Media PR campaigns in Twitter, Facebook, LinkedIn and other relevant Social Media platforms that are most relevant to a client's specific brand.
- We also leverage the power of "social search optimization" that allows our clients' brands and products to appear on first page of Twitter, Facebook, Google Buzz and LinkedIn through the relevant, interesting and exceptional content we drive out to the internet in the form of tweets/micro-blog posts, full article/blog posts, status updates and so forth.
- As Social Media PR producers and managers we are also responsible for the monitoring and management of the campaigns we create to establish powerful results tracking, robust reporting and campaign analytics. Our belief is that Social Media PR/marketing should never sleep (stop)—it must remain constant, relevant and consistent in order to take the right shape and get the best results.
- Laurie Pehar Borsh PR is readily being recognized as one of the most productive, cost-effective and highly-personalized Social Media PR/marketing campaign management service providers. We provide rapid content creation, online traffic growth, consumer identification and engagement.
- We provide a highly effective solution not only for commercial activities, but for bloggers, athletes, celebrities, personalities, politicians and Ad/PR agencies to publish and broadcast highly targeted Social Media messaging and content across multiple social channels—via highly efficient tactical management.
- Laurie Pehar Borsh PR associates have implemented successful and affordable campaigns for a prestigious list of Fortune 500 companies including, but not limited to, Kellogg, Comcast, and Chrysler as well as small and medium sized businesses, start-ups and personal professional brands. We can tailor the right solution to fit your current affordability and need. Some solutions can be created to grow with your business. We become an actual partner working in your business.
- We can provide a Social Media ROI that is significantly greater than other Social Media activities, let alone traditional marketing initiatives given our 25 years of traditional PR/marketing experience that effectively aligns with our over 10 years of Social Media know-how.
- Social Media is constantly changing and moving forward, and Laurie Pehar Borsh PR stays ahead of the curve to ensure we remain at the forefront of this exciting new media channel to achieve amazing results for our clients. Social media/online PR is not a quick fix; "a 25 cent investment will not result in a \$5 return"—in one week or even in one month. We recommend a minimum 6 month commitment to get the best results—and only if implemented and managed correctly. You're guaranteed to see your ROI increase the longer you stay committed to the process.
- For more information go to: www.lpbpr.com or www.lauriepeharborsh.com.