

PUBLIC RELATIONS

CONTROL YOUR OWN STORY



OUR EXPERTISE

Defense may win basketball championships, but it won't win anything as a PR strategy.

Our experts — strategists from international agencies and writers from respected media outlets — bring a unique set of storytelling skills and experiences that can properly and proactively position in the marketplace your company, people and products. We are creative, curious and quick studies. In short order, we can understand a business and design a profile-building program to support it.

We craft strategies to identify compelling stories that will break through the clutter and motivate your audiences to act. The result: a higher profile in traditional media, more exposure and active engagement in social media, greater mindshare among your prospects and increased sales. Sikich can serve as your communication directors or simply as extensions of your own hardworking PR team.

OUR APPROACH

We infuse our large agency capabilities with small agency hustle and care. This means you receive a thoughtful, research-based, integrated approach to PR that brings with it senior management's commitment to success and client satisfaction.

OUR CLIENTS

We are PR generalists — and that's on purpose. As a result, our clients benefit from experiences drawn across fields as varied as baby products and bionic limbs, power equipment and subscription SAAS, billion-dollar public pensions and customized robo-advisors, local market healthcare and international management consulting, start-ups and century-old companies. From overall positioning and messaging, to product launches, trade show support, media relations (social and traditional) and crisis communications, our clients reap the rewards of our reporting backgrounds, strong media relationships and targeted approach to delivering the right stories to the right people at the right time.

BENEFITS

- Build and manage your company's reputation
- Position your company as forward-thinking
- Showcase your expertise
- Increase demand for existing products and services
- Launch new products
- Maximize opportunities and engagement on social media
- Cultivate and manage online communities
- Develop social media brand ambassadors
- Maximize coverage in business and consumer press
- Create high-impact annual reports

OUR EXPERT



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MESSAGING

Develop a high-impact message strategy that resonates with your target audience and members of the media—ensure consistency across traditional and social media channels. Through in-depth media relations and interview coaching, Sikich PR will prepare you to make the most of each media opportunity. We will arm you with key message points to control the conversation and build your position as an industry expert.

MEDIA RELATIONS: SOCIAL AND TRADITIONAL

Dramatically improve your chances of earning coverage with our carefully crafted model for working in traditional media and with social media influencers. It takes a lot of work, but it's proven highly effective for a wide variety of companies—from those that make consumer products favored by A-list celebrities to those that offer management consulting solutions to arcane business problems.

CRISIS COMMUNICATIONS

Every company will face a crisis. It may be created by outside factors; it may be self-inflicted. Regardless, companies that prepare for the inevitable are best able to protect both the brand and its market relationships. Sikich PR develops crisis communications plans that assess threats, identify key messages and establish communication protocols. If you want to be prepared, we can guide you.

REPUTATION MANAGEMENT

Your brand is your company's most valuable asset. Everything we do—whether it's in social media, traditional media, direct communications with prospective customers or helping employees understand change—is designed to protect that brand. Trust Sikich to quickly and carefully craft the strategy and appropriate stories to uphold your invaluable reputation.

NEW PRODUCT LAUNCHES

Give your new product the media boost it needs to take hold among your target audience, and the sustained media coverage it needs to build market share. Our experience is broad and deep, and ranges from news releases, press briefings, reviews from industry influencers, to celebrity endorsements, media tours and New York-based events for consumer products.

TRADE SHOW SOLUTIONS

Trade shows attract reporters and bloggers looking for new products to introduce to their readers. Sikich PR provides you with the tools you need to capitalize on this opportunity and maximize your trade show dollars. We create the proper press materials, schedule one-on-one interviews, train you for press conferences and demonstrations, and shepherd reporters through your booth or exhibit.

AWARDS & RECOGNITION

- Public Relations Society of America
- Publicity Club of Chicago
- National Investor Relations Institute
- Business Marketing Association
- SABRE (The Holmes Report)
- International Academy of Communication Arts & Sciences

For more information about our services, visit www.sikich.com/public-relations.

CATEGORY EXPERTISE

BUSINESS-TO-BUSINESS (B2B)

- Outdoor power equipment
- Construction equipment
- Office products
- SAAS
- Technology
- Management consulting
- Healthcare

CONSUMER PRODUCTS

- Juvenile products
- Sports & entertainment
- Healthcare

NOT-FOR-PROFIT

- Social service agencies
- Colleges, universities

