



Backgrounder

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SSA Public Relations, a fast-growing public relations firm in the Southwest, was established in Phoenix on July 1, 1998. The company expanded to Denver in 1999, and opened a location in Greenwood Village. The company was founded by Susan Sears, who currently serves as the firm's managing director.

SSA PR is a creative, result-orientated firm focused on developing powerful and highly-effective communications and marketing campaigns embracing the latest tools in the industry. The agency's specialty is utilizing media relations on a local, regional and national basis to meet its clients' objectives.

The award-winning SSA team members have extensive experience in all facets of public relations and marketing. Company clients have ranged from small non-profits to Fortune 100 companies. SSA PR has expertise in multiple industries including banking, communications, construction, education, entertainment, financial, franchises, hospitality, legal, non-profits, seniors, technology and telecommunications.

Originally started as a boutique agency, SSA PR focused on creating innovative public relations programs for a select number of clients. In 2007, the company adopted a new focus as a result of the changing public relations landscape. With a rich heritage in the communications industry and decades of expertise in technology, SSA PR developed a new PR 2.0/Social Media platform to capture the emerging role that social media plays in today's world of public relations. The SSA PR 2.0 platform utilizes Social Media Optimization (SMO) and social media networking tools such as blogs, v-casts, and podcasts to generate further online awareness, interest and conversations about its client's companies, products and services.

Today, SSA PR combines the best of traditional public relations and PR 2.0 to enable its clients to engage their target markets when, where and how those targets want to be engaged. From public relations plans to crisis management, public policy campaigns to PR 2.0/Social media news releases, SSA PR offers strategic services to achieve results for its clients.

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