



Services Fact Sheet

For further information, contact:
Connie Hanson at 602.956.6776 or 303.707.1776

SSA Public Relations specializes in innovative, strategic and targeted PR and marketing programs to help its clients achieve results. In addition to traditional public relations tools, SSA utilizes web-based, social media public relations to engage target markets when, where and how they want to be engaged.

Recognizing that the Internet has redefined the rules of PR, SSA combines its PR 2.0/Social Media Platform with traditional strategies and tactics to create broad awareness, generate interest and stimulate leads. SSA PR focuses on those tactics most applicable to meeting their clients' goals using an integrated, strategic plan that includes both PR 2.0 and traditional public relations tools.

PR 2.0/Social Media

Social media enables the collaboration of information, ideas and opinions of individuals on topics of interest to them. PR 2.0 is the next evolution of public relations incorporating the burgeoning online social media world of blogs, podcasts, MySpace, Facebook, Flickr, Technorati, and YouTube, which enables users to publish, share and comment on content on the Internet.

SSA's PR 2.0 Platform services integrate traditional public relations with social media networking:

- **Social Media Optimization (SMO):** SSA develops and implements strategic PR/marketing plans to optimize client's social media networking visibility, presence and involvement on targeted corporate, organization and social media websites.
- **PR 2.0 News & Media Pages:** Journalists and clients are increasingly utilizing companies' websites to gather information on the business, its products and services. SSA develops new PR 2.0 News & Media pages utilizing social media tools that provide greater information which can be downloaded, forwarded, tagged and shared by website visitors.
- **Blogs:** A blog is an interactive website where individuals can post -- and respond to -- opinions, news, etc. It can be housed on a corporate website or other social media site such as Technorati. SSA can assist companies in developing a blog, as well as provide guidance on how to effectively participate in today's blogosphere.
- **Podcasts:** A podcast is a digital media file that can be posted and shared on company and social media websites such as YouTube. SSA develops audio and video podcasts for companies seeking to share information, create excitement about a new product/service/event, and express viewpoints on issues.
- **RSS Feeds:** An RSS feed, or Real Simple Syndication, allows individuals to subscribe to website content. When a change or update is made to the website content, it is downloaded to the subscriber. SSA assists companies in setting up RSS feeds on their websites so clients, journalists and other interested parties can keep up-to-date on current company news, blogs, postings, etc.
- **Social Media News Releases:** The social media release represents the next evolution of the news release. It is formatted to provide key information, quotes, photos, podcasts, video and links in an easily assessable format for journalists, bloggers and consumers. SSA develops and distributes social media news releases.

- **Social Media Linkages:** Social media enables the collaboration of information, ideas and opinions of individuals on topics of interest to them. SSA identifies social media sites of interest to company's target markets and provides the appropriate linkages. For example, this may include social networking sites such as MySpace or Facebook, blog sites such as Technorati, photo sharing sites such as Flickr, news sharing sites such as NewsVine, or social bookmarking sites such as Del.icio.us and Digg.

Traditional PR Tools

In addition to PR 2.0/Social Media PR, SSA offers a full range of traditional public relations services, which can be integrated to meet client objectives. SSA PR provides the following PR tools:

- Annual Reports
- Brochures
- Community Relations
- Corporate/Brand Images
- Crisis Communications
- Electronic Online Media Kits
- Elevator Speeches
- Email Campaigns
- Executive/Corporate Communications
- Internal Communications
- Key Message Development
- Marketing Programs
- Media Relations
- Media Tours
- Media Training
- News Conferences
- Newsletters
- PowerPoint Presentations
- Product Launches
- Public Policy Campaigns
- Public Relations Campaigns
- Special Events
- Speeches
- Trade Show Support
- Writing Services

###