



# PROVIDING INTEGRATED PUBLIC RELATIONS & MARKETING SOLUTIONS

TO CORPORATIONS, PROFESSIONALS,  
NON-PROFITS, AND GOVERNMENT ENTITIES





# ABOUT US

A FULL-SERVICE FIRM PROVIDING INTEGRATED SERVICES

## OUR COMPANY

Founded in 2002 by John C. Zaher, The Public Relations and Marketing Group (PRMG) is a full-service public relations and marketing firm based in New York. Since its inception, PRMG has provided services for professionals, corporations, non-profit organizations and government entities, among others. The firm helps its clients build a loyal customer base through effective and quality marketing strategies and techniques.

## INTEGRATED SERVICES

Whether through a single service or a full range of comprehensive services, PRMG has developed the tools needed to successfully meet our clients' marketing needs. Some businesses choose to work with us for one project such as a website redesign, a direct mail piece or the setup of social media pages, while others keep us on retainer to take advantage of a more integrated and ongoing marketing strategy that includes such services as public relations, advertising, blogging, monthly e-newsletters and social media management. PRMG will gauge which approaches are appropriate for your organization's goals and budget to help you maximize the effectiveness of your marketing efforts.

## DEDICATED TO THE SUCCESS OF YOUR BUSINESS

PRMG provides a full evaluation of your current marketing strategies and develops a customized plan that matches your needs, budget, and target audiences. PRMG's veteran staff includes experienced professionals in public relations, marketing, web development, graphic design and video production, enabling clients to rely on one firm for all of their marketing needs.

By using PRMG's various services, our clients can focus on serving their current customer base, while still attracting new business and constantly building their reputation in the community. In the process, PRMG often develops personal relationships with business owners and is committed to each one's individual success.

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“PRMG has an excellent handle on all marketing aspects for our non-profit organization. From garnering continued media coverage of our top-tier robotics events, to growing our social media presence, PRMG helps us reach the audiences we need to expand our presence across Long Island.”



Bertram Dittmar  
Executive Director  
School-Business  
Partnerships of  
Long Island, Inc.



# SERVICING:

## Corporations

- Property Management Companies
- Manufacturers
- Large Retailers
- Banking and Financial Services

## Professionals

- Attorneys
- Accounting Firms
- Real Estate Agencies
- Service Professionals

## Health Care

- Health Care Professionals
- Medical and Dental Practices
- Veterinarians
- Assisted Living and Nursing Homes
- Home Health Care Agencies

## Non-Profit Organizations and Associations

- Charitable Service Organizations
- Chambers of Commerce and Business Associations
- Unions and Membership Associations
- Civic Organizations

## Public Sector Entities

- Villages
- School Districts
- Library Districts
- Fire Districts

## Advocacy

- Development Projects
- Issue Advocacy
- Political Campaigns

## Hospitality

- Tourist Destinations
- Entertainment Venues
- Restaurants



## BRANDING



- Brand Research and Development
- Logos and Signage
- Collateral Marketing Materials

## MARKETING



- Marketing Plans
- Web Marketing
- Advertising
- Direct Mail
- Email Marketing
- Event Management
- CRM Development and Prospect Marketing

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“Through the Long Island Progressive Coalition, I have worked with John Zaher and his firm, The Public Relations and Marketing Group, exclusively over the past several years. The firm has developed several websites and marketing materials for us. John’s knowledge of politics and government is an asset to any non-profit or advocacy organization such as ours. He and his staff are highly skilled, dedicated and a pleasure to work with.”



Lisa Tyson  
Director, Long Island Progressive Coalition



FOR MORE INFO





## ADVERTISING



- Media Buys
- Google/Bing/Yahoo! Advertising
- Social Media Advertising
- Television Advertising
- Radio Advertising
- Print Advertising
- Digital Advertising



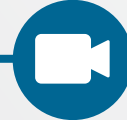
## WEB DEVELOPMENT & SEO



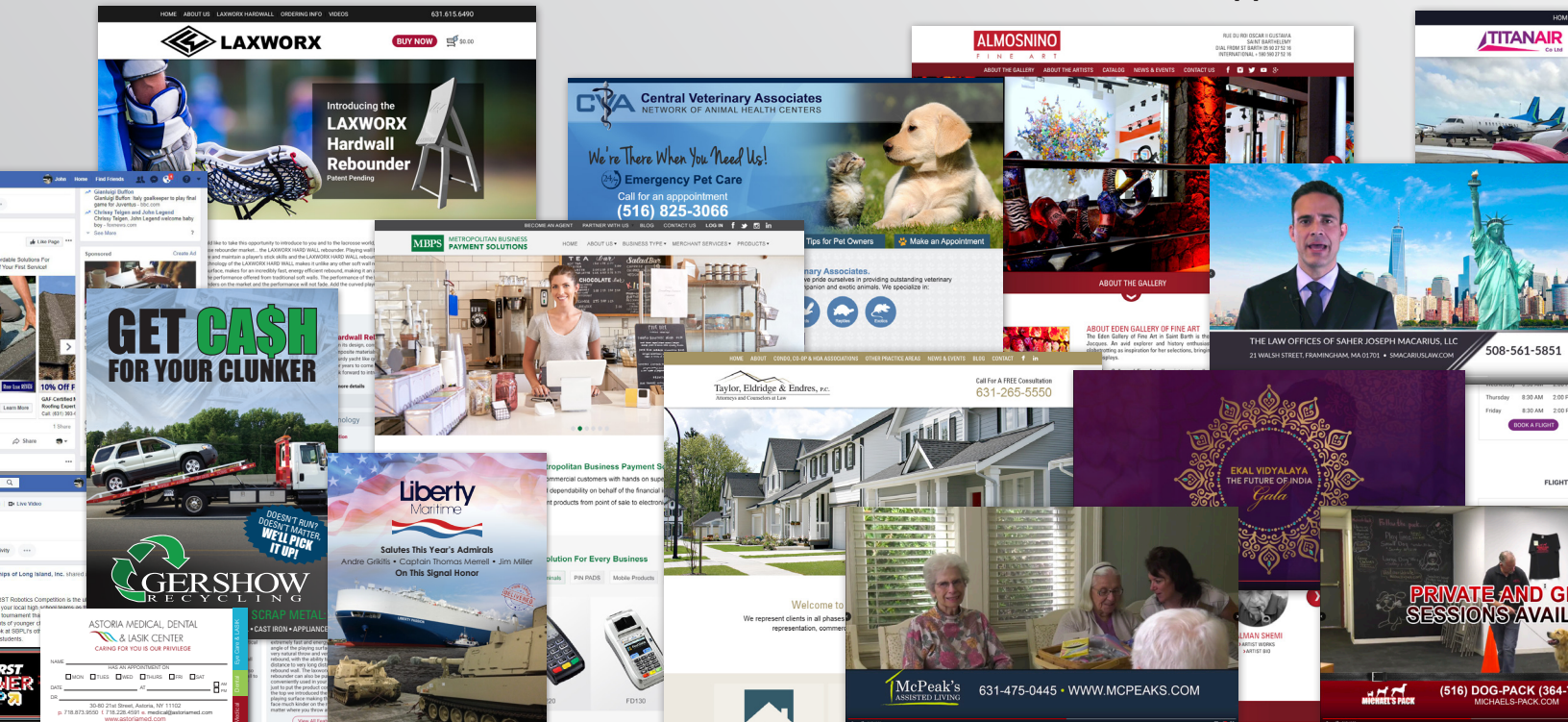
- Mobile-Friendly, ADA-Compliant Websites
- E-Commerce Websites
- Blog Development
- Content Management Websites Including Drupal and WordPress
- Search Engine Optimization (SEO)
- Online Marketing



## TV & VIDEO PRODUCTION



- Commercial & Digital Advertising
- Facebook, Instagram & YouTube Videos
- Public Service Announcements
- Company Overviews and Biographies
- Non-Profit Overviews and Fundraising Appeals



FOR MORE INFORMATION OR ADDITIONAL SAMPLES OF OUR WORK, CALL 855-PRMG-123





# PUBLIC RELATIONS



- Strategic Planning
- Media Relations and Publicity
- Press Conferences
- Special Events
- Community Relations
- Government Relations
- Crisis Management

# SOCIAL MEDIA MANAGEMENT

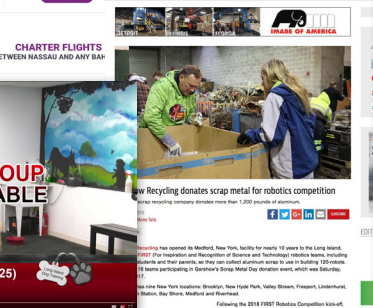
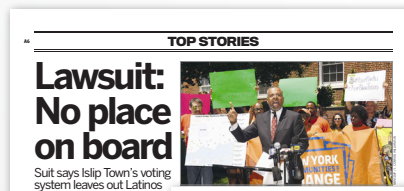
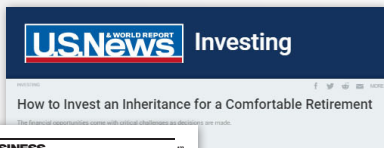
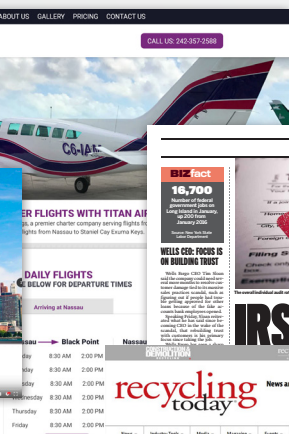


- Custom Designs
- Content Development
- Developing Online Presence and Reach
- Event Marketing
- Social Media Monitoring and Reputation Management



“John is excellent at implementation and execution of marketing plans and ideas. PRMG is ‘quick on the draw’ when timing is of the essence. John’s long-term approach is what separates him and his company from other agencies.”

James P. McPeak  
Owner  
McPeak’s Assisted Living



(855-776-4123) OR VISIT WWW.THEPRMG.COM





156 North Ocean Avenue  
Patchogue, New York 11772

**855-PRMG-123**  
(855-776-4123)

**[info@theprmg.com](mailto:info@theprmg.com)**

**[www.theprmg.com](http://www.theprmg.com)**