



**HELPING YOUR  
ORGANIZATION  
FIND ITS WAY**

# ABOUT PRMG

The Public Relations and Marketing Group, LLC has been helping businesses, non-profit organizations, governmental agencies and other entities find their way to success since it opened in 2002.

Like his enterprising predecessors at Apple and Hewlett Packard, John C. Zaher founded the company out of an office in his father's West Islip home, after working for nearly a decade in public relations and marketing for government and the telecommunications industry.

In the years since, PRMG has grown into a full-service public relations and marketing firm providing integrated services to New York Metro area companies, non-profits and governmental organizations out of its Long Island and New York City offices.

In the relatively short time since the company first opened its doors, the influences of the Internet have had a dramatic impact on the way people make buying decisions. The result is that traditional marketing and advertising approaches are not as effective as they once were. PRMG's integrated approach, with an emphasis on public relations and social media, has given the firm an edge by allowing it to develop strategies that use a full range of tools to reach people through the Web.

While its approaches have changed, the firm's mission has remained the same: to help its clients grow by allowing them to worry less about their own public relations, marketing and advertising efforts and focus more on the business that is their business.

PRMG is one of the fastest-growing local agencies. Its success has been rooted in providing the highest-quality services at competitive prices, along with a commitment to help its clients become more successful. However, the company is most proud of the fact that its first three clients are still clients and that many of the organizations it works for have been using the firm for more than five years.

PRMG's executive staff has years of experience in public relations, marketing, Web development, graphic design and video production. In the last decade, members of PRMG's staff have won numerous awards for their public relations, advertising and marketing campaigns, for their writing and photography and for their video productions and television commercials.

# A LETTER FROM **JOHN C. ZAHER**

Thank you for taking the time to learn more about The Public Relations and Marketing Group.

Since its inception in 2002, The Public Relations and Marketing Group (PRMG) has provided integrated services to its clients, establishing a proven record of success helping organizations such as your own.

Traditional marketing and advertising approaches are not as effective as they once were. As you are well aware, the ways in which people make buying decisions today have changed. More and more, consumers are using the Web to find the information they need. As a result, it has never been more important to incorporate a strong public relations and social media program into your marketing plans, in order to provide the public with the content they are searching for.

Enclosed, you will find an overview of our firm, information about our service areas and testimonials from our clients. As you open the interior, you will see a diagram of our services and some samples of our work. Most importantly, the diagram will help to show you how our firm balances traditional approaches along with Web-based inbound marketing strategies. The goal is to bring consumers to you through a combination of services, specifically tailored to your organization, to maximize the return on your investment.

For more information about our company, you can visit our website at [www.theprmg.com](http://www.theprmg.com). While there, please take a look at samples of our work. I also encourage you to visit our news page at [www.theprmg.com/news.html](http://www.theprmg.com/news.html) which chronicles many of our recent successes on behalf of our clients.

I would be happy to meet with you or members of your management team. Please contact me at [johnzaher@theprmg.com](mailto:johnzaher@theprmg.com) or at (631) 207-1057 with any questions or to schedule a free initial consultation.

Sincerely,



John C. Zaher  
President

INTEGRATED **SOLUTIONS**  
**FOR**  
**NEW YORK** METRO AREA

Corporations

Professionals

Attorneys

Non-Profit Organizations

Associations

Municipalities

Political Campaigns

Restaurants

Retailers

Destinations

# WHAT OUR CLIENTS HAVE TO SAY

"PRMG has helped us to integrate our marketing and public relations efforts, bringing us recognition as one of Long Island's fastest-growing companies. Our increased exposure is helping us hire new employees and increase our client base."

– **Manuel G. Martinez**, Executive Vice President, Utopia Home Care

"PRMG's professional commercial and advertising campaign has propelled us to the next level as one of the fastest-growing Social Security Disability law firms. While maintaining the integrity of the profession, our commercials have provided us the best value in acquiring new clients."

– **Michael Sullivan**, Esq., Partner, Sullivan & Kehoe

"We've been in business for only one year and our website gets top ranking on Google and the other search engines for our most important keywords. The site PRMG designed and promotes for us has been our most cost-effective marketing program, leading to several new phone calls every day."

– **Christina Bellini**, Principal, Therapy Center for Children

"Every member of PRMG's staff is professional, kind and courteous. Their dedication and close working relationship with their clients results in an exemplary product. We look forward to future collaborations."

– **Marge Lee**, President/Co-Founder, DEDICATEDD

"Our website is not only professional, but has really helped to increase visitors to our park and interest in our special programs. The site, along with our targeted marketing efforts from the information collected from visitors, is having more impact than any other marketing effort we have undertaken in our 41 years of operation."

– **Diane Novak**, President, Long Island Game Farm

"The media coverage of our annual L.I. FIRST Robotics Competition grows with every event, helping us to reach more and more students, educators and business leaders."

– **Fred Breithut**, Late Founder and President  
School-Business Partnerships of Long Island

"I'd simply like to convey that working with Hannah has been a real pleasure and success. Hannah has displayed professionalism, patience, and accommodation. Throughout the many changes I have asked her to make, she has understood everything that has been asked of her and performed it in a timely manner. We are well on our way to having a top-notch site."

– **Andrew Calderaro**, Project Director  
Nassau County Government Efficiency Project

"This is what I was looking for in a firm. PRMG has helped us compete and survive in this economy."

– **Daniel DiSanto**, President, PJ Art Co.

## **PATCHOGUE OFFICE**

156 North Ocean Avenue

Patchogue, NY 11772

P: 631.207.1057

F: 631.207.1067

## **MANHATTAN OFFICE**

11 Penn Plaza, 5th Floor

New York, NY 10001

P: 212.946.2789

F: 212.946.2808

## **OTHER OFFICES**

Miller Place

Southampton

## **FIND US**

W: [theprmg.com](http://theprmg.com)

B: [newyorkmarketingblog.com](http://newyorkmarketingblog.com)

## **CONNECT WITH US**

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



# Balancing Traditional Programs with Web-Based Inbound Marketing to Build Your Organization's Success

Press Conference for Sanford L. Pirotin, P.C.



Ribbon Cutting for LL Dent Restaurant



**EVENT MANAGEMENT**  
GRAND OPENINGS & OPEN HOUSES  
LECTURES & SEMINARS  
COMMUNITY EVENTS

Brochure for Sullivan & Kehoe



**COMPREHENSIVE MARKETING PLANS**  
SURVEY & POLLING  
STRATEGIC PLAN DEVELOPMENT

Direct Mail for PJ Art Co.



**DIRECT MAIL**  
LIST DEVELOPMENT  
FUNDRAISING CAMPAIGNS  
DIRECT MAIL DESIGN  
BUSINESS REPLY

Flier for Beltrami



Newsletter for Islandia Village



**E-MAIL MARKETING**  
E-NEWSLETTERS  
E-MAIL CAMPAIGNS

**COMMUNITY RELATIONS**  
NEWSLETTERS/INTERNAL PUBLICATIONS  
EVENT PUBLICITY

**CRISIS MANAGEMENT**  
IMAGE DEVELOPMENT  
COMMUNICATION PLANS

**GOVERNMENT RELATIONS**  
ISSUE ADVOCACY

**MEDIA RELATIONS**  
PRESS CONFERENCES/PHOTO OPS  
PRESS AND NEWS RELEASES  
GRAND OPENINGS  
PRODUCT LAUNCHES

**SOCIAL MEDIA**  
OFF-PAGE OPTIMIZATION  
BLOGGING  
SOCIAL MEDIA PAGE DEVELOPMENT/MAINTENANCE  
SOCIAL MEDIA CONSULTING  
WEB PR  
SOCIAL MEDIA ADVERTISING  
DEVELOPING ONLINE COMMUNITIES  
EVENTS/CAUSE MARKETING  
STRENGTHENING ONLINE PRESENCE AND REACH

**REPUTATION MANAGEMENT**  
WEB & SOCIAL MEDIA MARKETING  
SEARCH ENGINE REPUTATION MANAGEMENT  
PERSONAL BRANDING

**SEARCH ENGINE OPTIMIZATION**  
SEO DEVELOPMENT  
SEO MAINTENANCE  
SEO REPORTING



SEO Results for Therapy Center for Children



Web Design for Star Island Yacht Club and Marina

**WEB DESIGN**  
HTML, PHP DESIGN  
CONTENT MANAGEMENT SYSTEMS  
E-COMMERCE  
BLOG DESIGN  
VIDEO STREAMING  
HTML E-MAIL AND E-NEWSLETTER DESIGN  
BANNER AD DESIGN



Web Design for Long Island Game Farm

## MARKETING

### YOUR ORGANIZATION

**BRAND IDENTITY**  
LOGO & BRAND DEVELOPMENT  
STATIONERY & BUSINESS CARD DESIGN  
BROCHURES  
PRESENTATION FOLDERS  
TRADE SHOW DISPLAYS

**PRINT**  
NEWSPAPER & MAGAZINE ADS  
D-CARDS  
ADVERTORIALS  
PHONE BOOK ADS

**ADVERTISING**

**RADIO**  
RADIO COMMERCIAL PRODUCTION  
PUBLIC SERVICE ANNOUNCEMENTS  
RADIO SHOW PRODUCTION

**MEDIA BUYS**  
**EVENT SPONSORSHIPS**  
**PROMOTIONAL ITEMS**

**WEB**  
BANNER ADVERTISING  
STREAMING VIDEO ADS  
PAY-PER-CLICK ADS  
PAY-PER-PHONE CALL ADS  
CONVERSION TRACKING

**OUTDOOR**  
BUS SHELTERS  
BILLBOARDS  
ADOPT-A-HIGHWAY SIGNS  
POSTERS & SANDWICH BOARD SIGNS

**TELEVISION**  
TV COMMERCIAL PRODUCTION  
TV PUBLIC SERVICE ANNOUNCEMENTS  
LONG-FORM ORGANIZATION AND COMPANY OVERVIEWS  
PUBLIC AND LEASED ACCESS  
DIRECT MARKETING VIDEOS  
WEBINARS  
WEB STREAMING VIDEO

Logo & Brand Development



Television Commercial for Gershow Recycling



Facebook Page for Camp Pa-Qua-Tuck



Blog for Affordable Financial Services



Company Overview Video for Utopia Home Care