

# Top 10 Reasons To Hire

## The Public Relations and Marketing Group

- 1 » All services provided under one roof give client quick access to all available resources and value.
- 2 » Award-winning video production professional on staff.
- 3 » Principal is an experienced public information officer and crisis manager with governmental experience in both Nassau and Suffolk counties.
- 4 » In-house printing capabilities allow small companies and organizations save on printing costs.
- 5 » Balanced client roster provides experience across the media and advertising spectrums.



**Terence Dollard, PRMG Vice President, producing a commercial on location.**

- 6 » Principal's legal background provides unique expertise to law firm clients.
- 7 » Advanced communications technologies allow rapid communication with media and key publics.

- 8 » Principal's is an attorney who works to limit potential liability when communicating to the media and public when dealing with crises.
- 9 » Integrated in-house graphic, web and video production capabilities leverage state-of-the-art technologies.
- 10 » Office provides a venue for client meetings, events and other functions.

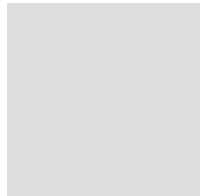
Visit our website at  
**[www.theprmg.com](http://www.theprmg.com)**  
for more examples of why  
you should hire PRMG.

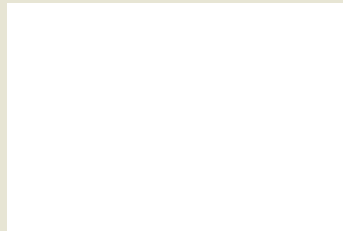


**PRMG**

The Public Relations and  
Marketing Group, LLC

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Patchogue, New York 11772  
[www.theprmg.com](http://www.theprmg.com)





Turn on the  
**TV.**  
Your future is now.

Love it or hate it, television has revolutionized the business world. Many of PRMG's television production clients are small businesses, non-profits or law firms with big dreams. Our clients have come to us to produce commercials, documentaries, direct marketing videos and web content to help achieve those dreams.

Television advertising is the cost-

effective way to reach the most potential customers in the shortest time. The cost of production and airtime for a commercial is a wise investment and is surprisingly affordable, even for small businesses. Television advertising brings the message into customers' homes and instantly brands the company as a leader in its field.

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# Q. Why Hire the Public Relations and Marketing Group?

## UPCOMING EVENTS

**JUNE 9 • 12 P.M. - 2:15 P.M.**

Suffolk County Bar Association,  
560 Wheeler Rd., Hauppauge

Join John Zaher, President of PRMG, for his CLE Lecture Public Relations and Marketing for Lawyers, a guide to using media and advertising to promote your firm.

**JUNE 21 • 12 P.M. - 2 P.M.**

LL Dent • 221 Old Country Road, Carle Place

PRMG and the Long Island Chapter of the New York State Restaurant Association present a seminar on restaurant marketing. A southern-style buffet lunch will be served.

**JUNE 30 • 2 P.M. - 7 P.M.**

PRMG • 156 N. Ocean Avenue, Patchogue

Clients and friends are invited to PRMG's Independence Day Bash!

**A.** In one form or another, this is the most frequently asked question when PRMG meets with a prospective client.

At this point, whomever we are meeting with has already taken the first step: they have realized that they face competition and that they need to do more to help differentiate themselves from that competition. Often such clients find they must better communicate their products or services to current or new customers.

But in most cases, these prospective clients are meeting with other firms simultaneously and may be considering various marketing alternatives. So the question becomes twofold. **1) Why hire a PR firm rather than deal directly with advertising and media sources yourself?** and **2) Why hire PRMG over another company?**

First, PRMG is a fully integrated public relations and marketing company that was developed by its principals, after years of experience, to meet every aspect of an organization's public relations and marketing needs. By putting public relations, marketing, video production, graphic and web design under one roof, PRMG can integrate and leverage its services to call upon whatever tool is needed while

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# Answers to a Common Question: Why Hire PRMG?

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 providing value to its clients. This means we can address a client's specific needs and ensure that our strategic efforts are working together for greatest return.

For example, if you choose to advertise, you may wish to use one or more advertising vehicles, (newspaper print, magazine print, television, radio or the internet), however you are only reaching a targeted market. You are not gaining earned media through public relations.

Today, if you advertise or gain earned media, prospective customers will frequently research you on the web. It is absolutely necessary to have a strong web site and moreover, ensure that it is properly coded so you can be easily found by these customers. Today, you can only take advantage of this free marketing by being at the top of the list of search engine results. Once someone visits your site, you should

capture pertinent information and can now send a visitor a monthly e-newsletter and a quarterly printed newsletter.

Another advantage of dealing with PRMG, rather than multiple companies, is that we can come to know your business in its entirety, which helps us to select the best tool to use at the appropriate time. Retaining PRMG results in large savings, as opposed to paying higher rates to other firms for individual

## Organization's newsletter.

projects. You also won't have to deal with an often frustrating learning curve, as additional firms get to know your business in order to create and implement their component of your overall strategy.

## Why not coordinate all of your efforts and deal directly with media companies?

First of all, your strategy is going to depend highly on advertising and may not include public relations, customer relations and web marketing at all. Second, almost all media companies – television, radio, newspapers, and magazines - use in-



Website for a local restaurant.

house sales representatives, which allows these companies to make a greater profit: they not only avoid paying advertising firm commissions, but they can charge someone who is unfamiliar with the medium what they think they will pay, which may be higher than the prevailing rate. These advertising sales representatives want to sell you their product and will aggressively market only one advertising vehicle. For example, it simply does no good for a radio advertising representative to tell you

look at cable television, in fact it may be cause for dismissal.

By contrast, PRMG evaluates your business, products and services to design a strategic plan that will help you meet your targeted audiences using various forms of advertising and marketing techniques, and then implements this plan with the tools in its arsenal.



Centerspread of a corporate brochure.



Political mailing piece.

## Turn On The T.V. | The Marketing Benefits of Video

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Direct marketing is another powerful use of PRMG's Television Production service. A DVD illustrates all the life-style benefits the product or service provides, with more effectiveness than another brochure. Unlike junk mail which

ends up unread, people will watch a marketing DVD.

Many organizations have come to PRMG for a boost in fund raising efforts. A historical or issue-based documentary showing the organizations goals and achievements can secure grants, donations and media

attention more efficiently than traditional methods, at a lower cost.

These are just some of the ways PRMG's Digital Video Production services can help expand your business or organization. For more information, contact our offices for a free consultation.

# LL Dent Restaurant

LL DENT RESTAURANT is the creation of Lillian Dent and her daughter, chef Leisa Dent. The restaurant brings American cuisine with a southern flair to Long Island and is located at 221 Old Country Road in Carle Place, N.Y. PRMG began working with LL Dent Restaurant in the Fall of 2005, approximately six months before the restaurant would open its doors.

LL Dent hired PRMG on a monthly retainer to develop and implement a comprehensive public relations and marketing strategy that would help successfully launch the restaurant and ensure ongoing communication with new and prospective customers.

As part of its strategy, PRMG set out to develop a logo, a web site, menus, take out menus, promotional fliers, business cards and stationery, print ads and comment cards to be ready for the grand opening which occurred on February 16, 2006.

The first step was to develop a logo that would best describe the restaurant. The logo includes a peach and cursive of the restaurant name with green leaves accentuating the design. Once the logo was complete, a store sign was created, a delivery vehicle was painted, menu covers were ordered and PRMG worked to design the remaining elements needed for the opening. Soon after, a web site with the domain of lldent.com was developed. The site used the logo in the background and includes pages describing the restaurant, the chef's background, menus, a contact form and a reservation form.

It was decided to advertise the grand opening of the restaurant. Considering the restaurant's budget, geographic location and demographic targets, print advertising was chosen as the predominant advertising vehicle. The grand opening campaign included front and full page ads in Clipper Magazine, This Week and



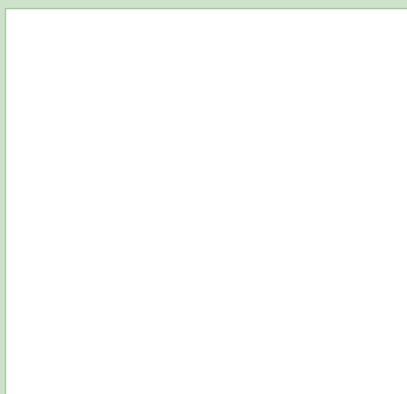
**Business card.**



**Website.**



**Take out menu.**



**Leisa Dent, Lillian Dent and Other Guy, outside LL Dent.**

Community Journal.

Next, we created a presentation folder to be used as a media kit and to provide to prospective catering clients. A customer feedback form was printed to be available on the first day of operation. We also created and maintain two databases, one to track the return of coupons available in the print ads, and another to enter feedback information from guests and clients.

Prior to the grand opening, a press release and media kit was sent to food, business and other local interest media outlets, which included an invitation to a grand opening event. A successful grand opening celebration and ribbon cutting ceremony was held on March 4, 2006. Elected officials, community and church leaders, and friends of the owners were invited to attend. Following the event, a fundraiser was held to benefit Winthrop Hospital Diabetic Education Center and the owners agreed to donate 50 percent of the proceeds from dinner to the cause. A check presentation has since been made and photographs and captions have been sent to local media. Public relations efforts have resulted in coverage in Newsday, New York Times, Long Island Press, Long Island Magazine, Community Journal, This Week Publications, Anton Newspapers and Life Publications.

Since opening, advertising and web traffic have been monitored and entered into databases. Soon, a weekly e-newsletter featuring menu specials will be sent out to those persons asking to receive e-mails.

PRMG's comprehensive program has helped LL Dent successfully launch its restaurant. Its ongoing efforts help ensure it is getting value from its advertising, maintain customer communication and prepare the restaurant for future growth.