



## Leveraging Unique Resources for media relations success

### The Goal:

Help marketers identify and leverage unique, internally available resources they can share with the media and their key constituencies. Often, marketers don't realize the wealth of information, research and perspectives generated within their enterprises. After identifying the interests and information needs of influential media, PReturn helps marketers take stock of their internal resources and design action plans to garner valuable media coverage and trackable sales and partnership leads.

### Top Clinical Search Terms Report



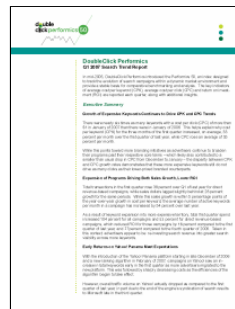
SearchMedica's unique search engine provides only trusted clinical information for medical professionals in its search results.

To satisfy marketers and clinicians who want to know how medical professionals use the

Internet and search engines to find clinical information, PReturn and SearchMedica developed a quarterly trend report, *The Clinical Search Terms Report*, which outlines top doctor searches across several medical categories.

Quarterly, PReturn produces a white paper with keyword lists and analysis, announces its availability and solicits requests to secure valuable coverage and sales leads.

### The Performics 50



More than any other company, Performics had the kind of search engine marketing data and analysis that clients, prospects, media and other influencers needed to better understand pricing and other important search engine related trends.

So Performics organizes and analyzes data on 50 of its largest search engine marketing campaigns and tracks these campaigns over time to help customers, prospects and the industry better understand how to analyze and optimize their programs.

The reports have helped Performics expand client programs, win new business, secure valuable media coverage and solidify its position as an industry leader.

### Help Influential Media Outlets Help Their Readers

Healthcare executives want to reach medical professionals, consumers or both, and they always strive to better understand how these groups live and work, educate themselves, consume information and respond to offers. Unfortunately, many editors and reporters in the industry lack the travel budgets required to attend meetings and trade shows where this information can be collected.

PReturn worked with continuing medical education company CME LLC to create a program that enables editors to survey physicians at CME LLC events on topics of their choice – with no travel required. PReturn works with editors to develop the surveys, and CME LLC's meeting staff collects responses at the meetings. PReturn tabulates the findings and shares them with the editorial partner, providing valuable insights on physician opinions which editors often use to fuel high profile stories.

In exchange for the legwork, CME LLC gets a seat at the table and a chance to comment. This program has netted a *Medical Meetings* cover story (pictured at right) and other high profile coverage for CME LLC. Successful partnerships have been put in place with three influential trade publications thus far.

### Medical Meetings Six-page Cover Story



**BOTTOM LINE MARKETING.**

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