

PRessing news

What's new at PReturn Inc.

Media Profile

DIRECT magazine's
Brian Quinton, senior editor



Brian Quinton joined *DIRECT* in September 2004. Although he covers all aspects of e-commerce and online marketing for

the publication, he also heads up operations for *DIRECT*'s weekly SearchLine e-newsletter.

One of the industry's most entertaining and personable writers, Quinton is the only *DIRECT* staffer based in Chicago, but he travels often to keep tabs on the burgeoning search engine marketing industry. E-commerce pros might recognize Quinton from the many nationwide and regional trade shows and seminars that he attends.

To learn more about Quinton or sign up for the complimentary, entertaining and informative SearchLine e-newsletter, visit DirectMag.com.



A PProductive Beginning

In January, Kraig Smith opened the doors of Chicago-based PReturn (P R rē turn') Inc., a new public relations firm that helps companies get more from their marketing and PR investments. With a skilled employee and partner network, a River West location, and a roster that includes repeat and new clients, PReturn enjoyed a successful start in 2006.

"The support we've received from clients and prospects has been great," said Smith. "I've worked with some of these companies for several years, and none of this would be possible without them."

CME LLC and Performics (a division of DoubleClick), two longtime clients of Smith's, began working with PReturn in January, but new clients also signed on for PR support. Care Communications, a health information management leader, launched a media relations program targeting healthcare executives that began with PReturn's first message development session.

PReturn also formalized its partnership with The Strongforce Group. The two companies partner to provide media relations and strategic planning services respectively. Entering the second quarter, two clients have already signed on to work with the team: the Chicago office of Avenue A|Razorfish, a leading interactive advertising agency, and Leo Software, a provider of software for the commercial real estate industry.

Clients hire PReturn to build their brand in the media, but the company also offers a full suite of complementary services: analyst relations, collateral writing, launches, media and influencer strategy, media and presentation training, message development, thought leadership programs, trade show support, and speaking services.

To learn more, visit PReturn.com/services.



Agency News

- PReturn opened its Chicago office on January 2, 2006 in a new River West location, bordering the west loop at 833 W. Chicago Ave (below).



- Addie Reed joined the staff as a full-time Account Executive. Addie grew up in Lake Forest, IL and graduated from Marquette University but recently relocated to Chicago.
- PReturn partnered with The Strongforce Group at the start of 2006. The team is already cultivating successful media programs for new clients.

Tipline: Business as Usual Leads to Valuable Media Resources

Valuable media resources already exist in your company. Many marketers think a media relations program demands constant attention, but PReturn focuses on doing more with existing resources. Experts, customer surveys, white papers, industry trend research and client testimonials, for example, are just some of the resources already existing at many companies that can be turned into useful PR tools.

The most important ingredient for success in B2B public relations, expertise, cannot be

spun by any PR firm.

Companies need expertise to take a leadership role in any industry, and most trade media covet expert viewpoints. PReturn works with clients to identify potential thought leaders and tap their insights to generate valuable exposure.

PReturn also leverages client insights on industry trends to build brands; these often exist in published white papers or viewpoints. Combined with in-house expertise, these materials form the foundation for bylined articles, a

fundamental component of thought leadership programs. PReturn takes these insights, develops intriguing concepts, ghost writes articles and places them in influential trade publications that highlight the client expert/author. See page two for more information on thought leadership programs.

Tapping into end users can yield helpful testimonials for marketers, but PReturn works with its clients' customers to document projects in a problem-solution-results format, which takes on a more powerful

form as a legitimate case study. These are perhaps the most desired form of news from a trade reporter's perspective. Case studies tell the story from the users' point of view, which is just what they like to do. It's a great way for clients to garner high profile coverage.

But mindset matters. Marketers must marry the resources they possess with the insights the media desires in order to reap great rewards. Drop us a line at info@preturn today to brainstorm some ideas.



Thought Leadership Programs Elevate your Brand

PReturn uses a unique blend of tactics to garner coverage in influential trade publications and position clients as industry thought leaders. Well organized PR campaigns utilize company expertise to build awareness, and thought leadership programs position executives as industry luminaries. Core components of every thought leadership program include a Breaking News Desk program, industry commentaries and bylined articles.

Breaking News Desk

Daily news outlets like the *New York Times* cover breaking news as it happens but stop short of providing in-depth coverage of most topics. Trade media takes over where the dailies leave off by taking a closer look. PReturn

monitors daily news on behalf of its clients, brings the breaking news to the attention of trade reporters and positions client executives as expert sources. When PReturn brings a hot news story to a trade reporter, that reporter consults the suggested expert resource more often than not.

Industry Commentaries

Most successful companies keep their eyes on industry trends, often spotting important issues and corresponding implications before their peers.


PReturn turns these insights into exposure by positioning the commentary as trend stories and the executives as expert sources. Writers commonly use the suggested research and

experts in their articles, which is often the first step towards building a fruitful relationship with those reporters.

Bylined Articles

Thought-provoking articles engage target audiences and effectively position brands and executives as trusted authorities. By analyzing hot industry trends in a manner that is not self serving, clients become industry "experts." Plus, bylines provide valuable sales tools that add legitimacy to virtually every sales pitch.

Over time, these thought leadership efforts strengthen reputations and solidify brands.

For more information on thought leadership programs, write to us at info@preturn.com. 

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Get More Out of Trade Shows


Companies participate in trade shows to gain industry recognition, new contacts and, of course, sales. PReturn helps its clients maximize these investments by getting more from the trade show experience and increasing their odds for media coverage.

Companies that exhibit at trade shows and pursue no other industry exposure commonly miss out on valuable opportunities. Trade show involvement can lead to speaking opportunities or face-

to-face meetings with the media. Because members of the media register in advance in exchange for free admission, exhibitors are often entitled to complimentary copies of pre-registered media lists. PReturn works with clients to plan newsworthy announcements for the show, secure these lists, pitch the best media contacts planning to attend and arrange interviews.

And trade shows depend on compelling content and presenters to attract attendees.

PReturn works with clients to position experts on various panels and presentations. Companies that invest in these shows can often net far greater results by making sure an integrated PR effort is part of their mix.

These efforts can dramatically enhance a firm's visibility at shows and throughout the industry at large. 



Attendees take in clinical research exhibits at the 2005 U.S. Psychiatric & Mental Health Congress, which took place in Las Vegas and was sponsored by CME LLC.

Client Profile: CME LLC Solicits Opinions for High Profile Coverage

Founded in 1978, Continuing Medical Education, LLC (CME LLC) is one of the nation's leading providers of continuing medical education for doctors, nurses and other clinicians. They conduct hundreds of events each year and attract thousands of clinician learners.

CME LLC's trade media relations program targets publications read by pharmaceutical professionals.

Knowing how much time these professionals spend pondering how clinicians think, we married the needs of the readers with the resources of the client. Today, PReturn works closely with CME LLC and influential trade editors to build custom surveys. CME LLC administers the surveys and solicits clinician opinions on behalf of a trade publication at its CME events.

The customized surveys elicit physician opinions that many trade editors would otherwise not be able to gather on their own. In exchange for capturing the opinions, CME LLC asks for a seat at the table to comment on the findings and typically ends up being the primary expert source quoted in these high profile stories.

To date, these efforts have netted CME a *Medical Meetings*



cover story and a high profile feature in *Medical Marketing & Media*. *Pharmaceutical Executive* is planning a similar feature for an upcoming issue.

Most marketers can capitalize on this strategy by considering what unique resources they can provide and arranging a cooperative relationship. 