

# PRessing news

What's new at PReturn Inc.

## Media PProfile

### The Chicago Tribune's Eric Benderoff, technology reporter



Eric Benderoff joined the *Chicago Tribune* in 2001. Eric covers the Web and personal technology.

Eric reports on the latest gadgets and examines how the Web has changed our world. "Soaking up Web Exposure," for example, looked at how companies such as Red Bull and Brawny use video and other emerging online channels to reach customers.

Although his articles appear around the globe, Eric also covers topics close to home. He caught the attention of *Sports Illustrated*, Cubs fans and others in 2006 by suggesting the Chicago Cubs replace their historic scoreboard.

Visit [chicagotribune.com](http://chicagotribune.com) to see Eric's latest work.



## Simple Steps Can Improve Search Engine Visibility

Search engines have changed many corporate communications strategies. While the credibility of trusted media outlets cannot be matched, search engines offer other advantages, including direct and unfiltered communication with customers and prospects.

By working closely with DoubleClick Performics and attending the company's internal copywriting for search engines course, PReturn has picked up some pointers that can increase the odds of PR materials being seen in "natural" search results.

Unlike sponsored search results, where each click costs, most "natural" search results rank a site's pages based on the relevancy of its content. As long

as a site is visible to the search engines, simple adjustments to PR materials can help increase search traffic to your site.

To ensure the engines can see a site, visit Google and enter the search term `site:sitename.url`, `Site:PReturn.com`, for example. The number of search results indicates the number of site pages visible to Google. If that number is zero, you must overcome tech hurdles first.

Once assured a site is visible, consider site content next. Search engines see text but not images or video, and links, especially inbound links, (from other sites) outrank body copy.

From a PR perspective, make sure to embed links into a company's first mention in news releases, bios and bylined articles. Since not all news sites can post embedded links, follow with parenthetical text URLs. Also be sure to carefully select headlines since "high volume" keywords in headlines can help attract more viewers.

Search engines can deliver very qualified prospects, and while there's no substitute for a full blown optimization program, providing compelling, meaningful site content and taking other simple steps to optimize PR materials can help. Ask us how at [info@preturn.com](mailto:info@preturn.com).



Photo by:  
John Manning Photography, Chicago

## Agency News

- PReturn will host its first open house in Q1 2008. Come see the office and stay for drinks and snacks. Look for your invitation in the months ahead.
- Congratulations to Inter Ocean Cabinet Company on its 110th year in business! PReturn was retained to promote the Elmhurst custom architectural woodworking company's flagship projects and commemorate the event.

## The Lighter Side

- PReturn founder Kraig Smith was married on Sept 22. Kraig and his bride Pamela Bertucci took the plunge at Buckingham Fountain's south rose garden in Chicago's beautiful Grant Park.



## Keeping Up With the Ever Changing Media Landscape

Whether BtoB or BtoC, adopting a comprehensive approach to media relations that goes beyond targeting print and broadcast media can boost the ROI of PR significantly.

Regardless of demographics, size or special considerations of practically any target market, cost effective and targeted online opportunities exist to connect with and influence the right people. But because even the best media research tools poorly represent the changing media landscape, finding these opportunities requires more than what often goes into building and maintaining a strong media list.

Whether directing the media relations program internally or working with an agency partner like PReturn, marketers should

not hesitate to ask how the lists are created and maintained.

Just a few important questions to ask include:

### 1. Where to focus?

Although it seems basic, be sure everyone clearly understands the business' most important audiences. Identify each customer segment and other important influencers; media plans can then target these different groups.

### 2. What resources to tap?

PReturn uses Cision (formerly Bacon's and MediaMap), but other options exist. These media research tools help build most of a media contacts list in a fraction of the overall time. Many analysts, reporters, editors, producers, publications

and more can be identified with these tools, but efforts that stop here leave too much on the table. Targeted but time consuming searches on Google and other specialty engines can identify influential bloggers, podcasters and others typically ignored or poorly represented by most media research tools.

### 3. Do our customers read that?

Talk to customers to better understand how they stay informed and share this information with your PR team. Also research new bloggers, e-newsletters and other online media often. In most industries, it pays to take time to identify and inform new influencers.

Email [info@preturn.com](mailto:info@preturn.com) for more ways to keep up.



### What About Bloggers?

1. Their content and audience can be more specific to/aligned with your customers.
2. Some build reputations as credible experts with other media; make sure they know your story.
3. They often speak at trade shows, write guest columns, respond to reader questions and more.
4. Have enough time and insights? Consider your own blog as a way to establish credibility and build a targeted, loyal following.

## Increase the Shelf Life of Media Placements

Many companies that invest in PR do so to raise their profile and become an authority within their industry. Hard work leads to bylined articles, published case studies, opportunities to comment on trends and more.

But the initial coverage is just the beginning. Marketers can make these placements work harder by presenting them in different ways. Consider ...

1. Posting them on the Web site to create a reputation of authority among customers, prospects and industry peers.

2. Ordering reprints to use at trade shows, on sales calls or as a way to reinforce expertise in the minds of existing clients. Reprints provide far more credible endorsements than any self-published collateral.

3. Highlighting the best. Repurposing content on Web sites and obtaining reprints are great ways to obtain more exposure. But as these placements increase over time, consider repurposing this content into some type of printed sales tool.

You'll want to highlight your best placements. Package the publication mastheads and a few highlights from each article, and place those into a document that outlines your expertise and the faith instilled in your firm by the media.

Often, these documents last longer and say much more than standalone reprints. Use them to leverage your reputation and stay in front of the most important audiences.



*Article reprints and printed sales tools extend the shelf life of media placements and increase the return on PR investment.*

## Client Profile: Care Communications Addresses the U.S. Healthcare Crisis

For more than three decades, Care Communications, Inc. has provided health information management (HIM) services to more than 500 hospitals and health systems, litigation, risk management and insurance companies throughout the U.S.

Media relations anchors Care Communications' PR program at PReturn, with most efforts aimed at C-level healthcare decision makers and directors

of HIM and revenue cycle/integrity departments.

In 2006, PReturn helped Care Communications develop a unified messaging platform and expand its brand recognition by developing relationships with influential journalists, including editors from the Healthcare Financial Management Assoc.

Care Communications helps providers cut costs and better

manage health information with services that range from consulting and change leadership to outsourced medical coding and staffing.

The company' greatest asset? A diverse and extensive pool of employee expertise on some of the most urgent topics and problems facing healthcare providers today, including many revenue cycle, patient care and claim denial issues.



In 2007, Co-Founder and CEO Leslie Fox earned the industry's highest honor; Leslie received the American Health Information Management Association's Foundation of Research and Education (FORE) Triumph Distinguished Member Award at the AHIMA's 79th Annual Convention and Exhibit. 