



## **“How to Best Invest Your Marketing Dollars in 2010” White Paper Released**

*Scott Public Relations develops specialized services to ensure its clients a stronger Web 2.0 presence*

Los Angeles (July 14, 2010) - [Scott Public Relations](#), specialists in healthcare, insurance and technology PR, announced today the publication of their newest white paper, “How to Best Invest Your Marketing Dollars in 2010.” In it, SPR unveils the secret for using Web 2.0 strategies for B2B companies for measurable, exponential results.

“With the rise of social media, it is extremely important to self-publish, becoming a resource for your employees, clients and customers, as well as for the media,” said Joy Scott, President and CEO of Scott Public Relations. “We have developed specialized services to create valuable content that gets your brand optimum visibility.”

The white paper details SPR’s approach to creating informative, optimized content for an effective Web 2.0 presence. The content drives traffic to a company’s website, thereby increasing the website’s visibility and enhancing its search engine rankings. It is also published on news sites and websites on the Internet, creating new links and reaching more prospects.

The paper comes at a critical time for businesses, as recent research on user behavior reveals the importance of an effective Search Engine Optimization strategy. According to a study by iProspect<sup>1</sup>, 62 percent of search engine users click on results found within the first page of their search results. The study shows that if a company’s website is not within the first 10 results, chances are it is not being seen.

For more information on internet optimization strategies, visit the website at [www.scottpublicrelations.com](http://www.scottpublicrelations.com) to download a [complimentary copy](#) of “How to Best Invest Your Marketing Dollars in 2010.”

### **About Scott Public Relations**

Scott Public Relations, based in Los Angeles, California, has served companies in healthcare, insurance and technology across the U.S. and abroad, with a full range of public relations services for 22 years. The company’s approach to public relations is characterized by account teams of senior level practitioners with in-depth experience in communications and the

---

<sup>1</sup> [http://www.iprospect.com/about/whitepaper\\_seuserbehavior\\_apr06.htm](http://www.iprospect.com/about/whitepaper_seuserbehavior_apr06.htm)

clients' industries. Through its Council of Experts, SPR brings senior level specialists to meet clients' needs in complementary areas such as advertising, graphics, brand development and management, website development, market research, market planning, and international marketing. With these resources, the agency can develop and execute a comprehensive, integrated marketing program. Scott Public Relations is also a member of Public Relations Boutiques International™ (PRBI), an international network of boutique public relations firms. For more information, visit [www.scottpublicrelations.com](http://www.scottpublicrelations.com).

**Contact:**

Joy Scott

[joy@scottpublicrelations.com](mailto:joy@scottpublicrelations.com)

(818) 610-0270

[www.scottpublicrelations.com](http://www.scottpublicrelations.com)

Twitter@Scott\_PR