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Is Your B2B Company Just Another Face in the Crowd?

Scott Public Relations' New Push/Pull Marketing Engine Helps B2B Companies "Stand Out" from the Competition

LOS ANGELES (July 6, 2011) [Scott Public Relations](http://www.scottpublicrelations.com), specialists in [healthcare](#), [insurance](#), [professional services](#), and [technology](#) PR and marketing, announced the implementation of a new strategic marketing service that helps B2B companies differentiate themselves from the competition. Through the Push/Pull Marketing Engine, SPR leverages a company's brand, content and messaging for maximum results and ROI, while building business and reputation.

"Many B2B companies have a sales force that is required to build the brand through sales calls and marketing brochures, leaving a missing link - content-driven PR - out of the equation," Scott said. "A push/pull public relations program sets a company apart from its competitors and helps generate leads by filling the gap between prospecting and closing the sale."

Scott Public Relations' Push/Pull Marketing Engine "pushes" information out by using strategic PR tactics that include "top of mind" key message development, print, broadcast and online media relations, and when appropriate, social media communication channels (Facebook.com, Twitter, YouTube) to provide content that increases a company's online presence. This ongoing content goes to customers and prospects, building a relationship that not only engages them but creates an understanding of the brand's value. In the meantime, the engine works to "pull" information in about influencers, prospects, competitors and channel partners. As a result, this PR strategy works to engage new prospects and builds relationships leading to the sale.

"In today's market, the most effective way a B2B company can stand out is to use communication channels (the Internet, social media) that engage businesses and prospects in its products or services," said Joy Scott, president and CEO of Scott Public Relations. "The power of content "pushed" online and via social media to "pull" eyeballs and engagement, drive both marketing and sales success today."

According to Scott, not only does PR fill in the gaps, but it positions companies as credible leaders and service providers that understand the value of PR and its importance in building relationships and online presence.

For more information on how Scott Public Relations' Push/Pull Marketing Engine can help your business or for a complimentary analysis of your communications' effectiveness, visit www.scottpublicrelations.com.

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 23 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 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.

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