



**FOR IMMEDIATE RELEASE**

Contact: Jim Miller, Publicity Works  
248.691.4466  
[millerj@publicityworkspr.com](mailto:millerj@publicityworkspr.com)

### **PUBLICITY WORKS ADDS CONVERGENCE MEDIA TO ITS GROWING LIST OF SERVICES, EXPERTISE**

MONDAY, APRIL 6, 2009, ROYAL OAK, MI – While businesses struggle to get by in 2009, Publicity Works has found a way to grow and thrive. The Royal Oak-based agency is taking bold new steps into the future of public relations and marketing. What began with a recently re-vamped Web site and blog has led to an entirely new division of the company.

Publicity Works now offers convergence media and marketing to its clients. By expanding an already well-established range of media services to include comprehensive on-line and social network marketing, Publicity Works has found a way to maximize exposure, while keeping costs down.

Publicity Works has teamed with web specialists to create a system of services that blends both traditional media strategies with innovative new online marketing techniques. This holistic approach is sure to strengthen the client's brand and message.

What's more, Publicity Works has integrated these new offerings in an affordable way. Rather than require the usual retainer, the agency will customize a plan, at a set price, that gives measurable results. The return on investment is practically instantaneous. By trading a more traditional fee structure for packaged pricing, Publicity Works can mitigate concerns related to on-going retainer fees. Businesses gain access to the marketing they need, and get results at a price they can afford.

The new approach is already resonating with new and existing clients, those who know that they should be involved in social networking and online media to promote business, but just don't know where to begin. Lisa Maas, president of Publicity Works, is available for interviews to discuss this bold new venture.

*Established in 1997, Publicity Works is a lean, focused full-service marketing and public relations agency providing services such as public relations, on-line marketing, business-to-business marketing and communication, graphic design, DVD production, pod casts, event promotion, website design, and comprehensive advertising services. Whatever the communication challenge, Publicity Works will create and implement an effective strategy through the "Relentless Pursuit of Results."*

###